Research Paper

E-commerce; powerd arm absorption and customer satisfaction in shopping from the World Wide Web

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Abstract

The advancement of technology has a great impact on trade and business, so that nowadays, with advances in science and technology gadgets, a new kind of relationship between human beings in the business has come into existence, which makes people able to do big and small deals together without physical presence. Internet-based e-commerce environment allows customers to directly relate to the Internet shops to search for information and buy goods and services. It should be noted that internet shopping is not based on the actual experience of shopping goods, but is not based on some visual characteristics such as, image, form, quality data, and product advertising.

The most important tool which has made business comfortable for human and has accelerated it is Computer communication networks, especially the Internet, in a way that, these days, businessmen and large commercial corporations, instead of establishing real, and physical stores , have attempted to launch websites which offer different types of consumer goods and services to the consumers, and consumers, by going to the website, face with a variety of goods and services, and can select and order everything that he likes.

Internet shopping, and doing it, highly depends on the consumers' communications and how they interact with computers. Attitude and beliefs of consumers about the security of Internet shops is an important factor in online shopping, and the success of online shopping relates with the ability to adapt information to satisfy customers' needs. Results Show that the behavior of the customers for the Internet shopping is unstable, because it depends on the experience gained from the past shopping.

Keywords: E-Commerce, Internet Shopping, Internet Shops, Information Security, Experience.

1. Introduction

Business has always reminded us of Medium, and these two words are so much interwoven and overwhelmed together that even entered into the Internet buying and selling. The passage of time, off course, has changed the form of this mediation. Living conditions in today's world, with all of its unique features, caused that the number of users who are willing to buy from the online stores increase.

Buying and selling through the Internet is one of the branches of e-commerce that acts as a bridge between buyers and sales centers, and caused the spatial and time distance between them to be zero. In this field of e-commerce, buyer, for their orders, must first enter into the websites "Companies Offering Coded systems" that cover the Internet shop. Then, after viewing the products he wants, he should select them and enter personal information and postal address, finalize his buying (Hossein Pour, 2003).

2. E-commerce

In fact, e-commerce is a new phenomenon in the modern business world, which due to the fact that it is new, and has various applications and fields of activities, has met various definitions. This phenomenon is multi-branch which relates with the advanced concepts of information technology or topics such as, marketing and sales, financial, economic and legal issues (Sanayi, 2002).

E-commerce is the exchange of business data, without the use of paper in which innovation

such as electronic data interchange, E-mail, electronic bulletin boards, electronic funds transfer, and other technologies based on networks are used (Debjani, 2007).

- E-commerce provides the capacity to buy and sell products and information and other network services over the Internet (Ahani, 2008).
- E-commerce is finding sources, evaluating, negotiating, ordering, delivering, paying, and supporting services that are available electronically (Edalat, 2010).

From the above definitions it can be understood that the most important feature of ecommerce is benefiting from electronic gadgets such as the Internet for commercial transactions. Within a comprehensive definition of e-commerce it can be said that it contains giving information, advertisement, buying and selling of goods and services, and maintaining business relationships through telecommunication systems and data processing tools (Malmir, 2003).

In e-commerce, the buyer or consumer searches for virtual stores via the Internet, and orders goods through the website or his email addresses, and finally receives them. It is obvious that in this method buying process of goods is easier and faster than that performed in the traditional way. The bill, also, can be paid through various ways, in cash, after delivery, depositing to the seller's bank account or by credit card. In traditional buying and selling activities, the buyer in the interpretation of gained data about goods and services, good buying decision and, finally, bargaining, buying, and paying requires a lot of time and efforts. The seller, also, in these processes needs to review customers' backgrounds, provide appropriate information to customers about products and services that will lead to buying, which requires a lot of time and costs in bargaining, buying, and delivering. The main objective of e-commerce is to reduce physical presence, buyer's and seller's activities in all phases of selling and buying and to improve these processes (Afghanian, 2011). Thus, companies by applying the achievements of e-commerce will gain many benefits some of which are:

1 - Access to a 24-hour global market.
2 - Faster sales due to automation, business, and sale features.
3 - Less selling costs due to automation of its processes on the Internet.
4 - Direct contact Features with customers.
5 – More satisfaction of customers.

3. Website

Website is a set of a number of web pages connected together, often including a home page which are usually on a server, and as a set of information by a person, group or organization is prepared and maintained (Fathi, 2008).

While Internet shopping, website can give a lot of information about the goods and services to customers and, thus, help them, by reading fully about the characteristics of a product or service, to have a better choice. If the multiple layers of the website contain rich information about the services they receive, customers, compared to surface data, highly valued them. Thus, customer satisfaction of the services has positive relation with the depth of information available on the website.

4. Internet Shop

Internet Shop, in fact, is a designed shop on the cyberspace through which the sellers can supply their goods and products, and, also, buyers can, after visiting the site and studying the characteristics of the goods, order and buy from the shop. The orders, after being checked and confirmed, are sent to the address of the buyer. The price of Goods is payable in different methods (Ghanavati, 2010).

During the initial electronic exchange we can regard planning to create loyalty in the consumers. Attitudes and beliefs of consumers about the security of the Internet shops is a major factor in online shopping. In an Online shop, the consumers are placed in an online environment, and sellers are trying to design websites to have significant effects on the visitors of these shops (potential customers) and increase the chance of buying their goods (Hosseini, 2011).

A virtual Internet shop has the following features:

1) It is ready to service customers at any moment of the day.
2) It does not have place restrictions, and customers can do the shopping wherever they are.
3) The buyer can study the items such as movies, cell phones, books, and other items in the Internet shop for hours.
4) The Internet shop is not limited in the number of customers.
5) The Internet shop favors buyers to have more choices.
6) It can be a good advertisement tool to sell your products.
7) It reduces the extra costs such as rent, advertising costs, inventory, sellers, and so on.
8) It can provide to deliver goods in your home, insure the goods, and eliminate the transit problem.
9) Not dealing with traffic and reducing air pollution are the other advantages of buying through the Internet shops.

5. Behavior of customers while Internet shopping

The environment of buying in Internet shopping assists buyers and customers, through evaluating the information and comparing goods, to spend less time in making decision. Success in Internet shopping relates with the ability to adapt information to satisfy customers' needs. The basic need to encourage consumers to do Internet shopping is to reduce information search costs and increase the predictability of the quality of the goods which will be obtained through providing special information for consumers (Saeedniya and Bany Asadi, 2010).

There are many benefits for the consumer in the process of Internet shopping such as, saving time, increasing the ease of buying goods, and reducing the risk and lack of customer's dissatisfaction. Information provided by the shops is divided into information about products and services. Product information includes commodity indications, recommendation to the consumer, and evaluation reports. Services which most of the Internet shops provide are - information of the members, how to answer the questions, delivery and ordering Information and advertising.

Customer interaction with the e-commerce environments happens during 3 basic steps:

1) Before buying step; in which the customer enters into the searching process for product or service.
2) Buying step; at this point, buying takes place.
3) After buying step; which includes all after sale services and delivering the product or services.

In each of these steps, the customer examines the environment in two aspects:

The first aspect; The usability of the e-commerce website (environment) such as reliability, response rates, data quality, completeness of data and information security. **The second aspect;** Quality of services provided in the e-commerce environment.

If at any stage, a negative experience by the user or the consumer happens, although the quality of service or product is excellent, the buying process will not be repeated (Baba Qaderi and Roudsari, 2010).

The following diagram shows how to do shopping in e-commerce:

Table 1: how to do shopping in e-commerce (Source: Nourbakhsh, 2010)
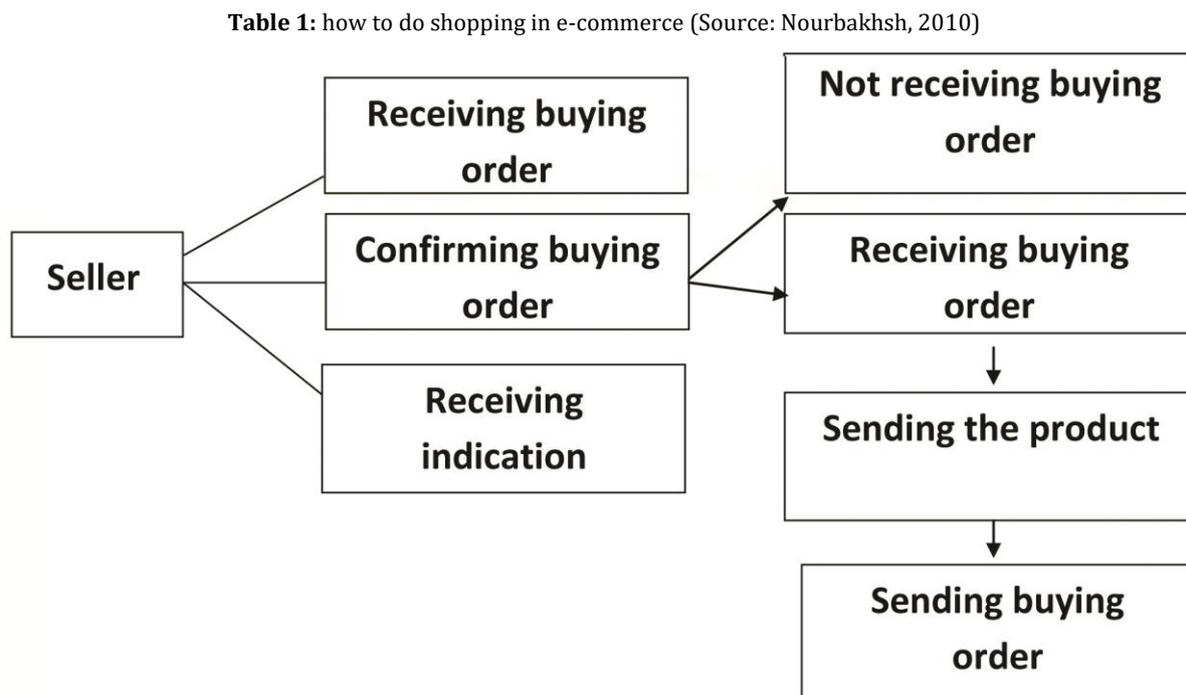
6. Customer Behavior Analysis

One of the most important bases in e-commerce is the analysis of the customer behavior. Consumer behavior changes with their shopping experience in the Internet shopping. When consumers repeat their buying behavior several times, they feel more control and better attention from sellers to their buying.

Social perception and the culture of the individuals are effective factors in consumers' buying behavior. There is indeed a relationship between their attitudes and beliefs in the Internet shopping, for example, Spain is one of the biggest economic countries in the world, but only 14% of Spanish use the Internet shopping channels (Javan, 2010).

The important point in e-commerce which is directly related to the behavior of the consumer is

up-to-date and sufficient information in an Internet shop to assist customers in the selection and compatibility with the best choice and, at the same time, using a simple form and content for its customers to understand it easily.

7. Consumer Behavior in Virtual and Traditional Markets.

Consumer behavior in traditional and virtual markets in different communities vary. In our country, researches show that Electronic markets (Virtual) being new, most users do not use them, and prefer to buy from the non-electronic markets (traditional). Therefore, according to this point, if we have a comparison between the characteristics of consumers in virtual and traditional markets, we will find that most of the consumers who use the virtual markets and do Internet shopping are consumers who, in terms of three parameters of exchange, information, and communication, are in higher level than other consumers. According to the three needs mentioned, the customers are divided into two types of advanced and conventional.

Advanced customers are those whose information and communication needs of them are more powerful and have really high expectations of goods, and their shopping behavior is more complex than other consumers, and if we want to examine them based on the demographical characteristics, they are mostly young people who are more well-educated than other consumers. Additionally, in terms of the type of behavior, people draw to the virtual market that do not follow up others regarding behavior and decision, and are their own leaders in shopping ideas. Taking this point into consideration, we can divide consumers into two categories, based on their following or not following the leaders of ideas: first group are those who are the leader of idea, and the other group are those who are the followers of these leaders, and imitate the source, for example, when a consumer wants to buy a cell phone, those who are the followers look around or people of their own classes that these people use what kind of goods or products and how much they pay for this product so that they decide like that. But those who are leaders and have the idea are not so impressed by others. They themselves decide what products to buy and what products not to buy. Therefore, their buying decisions derive from them and are the product of their own motivations, attitudes, and internal attractions (Moun and Minor, 2002).

In fact, these were the differences which, in terms of consumer behavior, exist in the electronic and non-electronic markets.

8. The Benefits of Virtual Markets to Traditional Markets

The benefits of virtual markets to traditional markets, from the viewpoints of enterprises and consumers, can be examined. From the viewpoints of enterprises, the company, for offering its new product in a traditional market, needs to expand its geographical territory; it means that it should establish branches or representative offices in various towns, and also provide a consistent and accurate distribution channel. It actually needs a great time to involve itself in a broad market. But in traditional markets, when a commodity is introduced to market it can quickly be supplied in the market. So, removing geographical limitations is one of the important advantages of the virtual markets.

An enterprise in traditional market, in offering new services to consumers because of lacking appropriate tools or existing few tools for customer to use, faces with some restrictions, but because in electronic markets there are new tools and techniques with high applications available for the consumers, he can easily access these services. The company's after-sales service is a good example. In virtual markets, the high-speed of information communication in after-sales services caused companies to examine and eliminate the problems that happen when the consumers use the products, thereby, create a good image of their companies in the customer's mind (Moun and Minor, 2002).

Another factor of the virtual markets to traditional markets is the competitive benefit which derives from innovation and initiative. In electronic markets, enterprises can-understand the changes more quickly, and can respond to these changes with high speed, and up to date their companies.

In virtual market, receiving criticism and orders of customers after using the product are more than the traditional market and this causes that the customer is indirectly involved in the design process of the product, and it is a good source for creating knowledge and innovation - for the organization.

The other advantages of the electronic market for the enterprises are their long-term ability to communicate with customers, so that an enterprise can follow the behavior of the customers in a long-term, and this pursuit of customer's behavior in virtual markets is more efficient and less costly than that of traditional markets.

Transparency between different factors in the market is one of the important advantages of electronic markets for the consumer. In virtual markets and with expanding these markets, the prices, as one of the most important factors of markets are transparent, while it can be seen that

in traditional markets prices vary from one market to another. These obstacles do not exist in online markets and customer can compare different products and reach to a more realistic analysis, and decide easily, accurately, faster, and with high awareness.

Finally, the last advantage that one can consider for virtual markets is that consumers in these markets can have a two-way communication and interaction (whether in writing or a phone call) with the enterprise, so they can easily order the appropriate and even get the goods with lower price

9. Barriers of Internet Shopping in Iran

Consumers' reluctance to virtual shopping derives from many factors and problems. One of the reasons worth mentioning is the novelty of this market, and that how this novelty impacts on consumers' desires. Internet shopping is a new debate and a new way for the supply of goods and services, and, so, naturally there are not still many consumers to have the experience of electronic buying, and order their daily goods by the Internet and get them.

Our nation has a wide social communications with each other, and these in turn influence on their buying. For example in friendly gatherings and talks, and family communications, discussions about everyday shopping occur; and opinions on what to buy, where to buy, and how to buy raise.

Since having social interactions with others, including friends, peers, family and other people are very influential on our shopping, but Internet shopping has not yet been entered into these relationships to see the impact of which on our shopping, whereby use others' experience. Mostly opinion leaders are those who do shopping at the beginning, and make the rest follow them, and transfer their experiences to others which is a great problem that already exists (Asgari, 2011).

Another problem is the low level of education and IT knowledge among the consumers. In our country, despite several years of discussion and training in the field of information technology, the overall level of Internet literacy of people is not so much in the society that people learn to do Internet shopping and know how they can benefit from such shopping. Off course, people have already been familiar with a series of tools for example credit cards which can be a beginning for people to do their shopping electronically.

One of the major obstacles in promoting electronic shopping is that the consumers do not trust on shopping in virtual environments. It is true about those who do not have much electronic information. One of the causes of it is that when an individual enters into a virtual environment, he cannot identify the true identity of that website and, in fact, cannot trust on this website and give his information to the website and even pay for the order and whether he will receive the goods or not is also fully unidentifiable for him. This is a barrier that causes the consumers not to be willing to do Internet shopping.

The existence of some cultural issues can be considered as other barriers worth naming. It should always be noted that most of the consumers in our country are culturally people who are used to bargaining and getting discounts about goods with high prices. Traditional markets enable the buyers to do so, but in virtual spaces it is impossible to bargain and get discount, and there is not complete information about the product; it means when one visits the website of a company there is not complete information about the technical features of products to satisfy the customers to buy the product. The other issue is the lack of price transparency.

In traditional markets, usually, there is the opportunity and the experience for the consumer that the seller tells the price in a way to attract the customer and give him a discount. In Internet shopping, because there is no such opportunity for consumer to bargain, because he cannot get discount (although the amount of the discount can be negligible), it causes the consumer not to be satisfied with his shopping and considers it an obligation. Many consumers in traditional markets regard a part of their enjoyment of shopping in getting discounts and bargaining with the seller. Thus, the companies which are active in virtual market must create an atmosphere so that the consumer can negotiate and haggle about the price.

10. Conclusion

Nowadays, by increasing global communication bases, one of the issues of life is the way of doing transactions through Internet which is famous in many organizations and among individuals. Many researches have been done to support setting Internet shopping. The perceived easiness by customers on the Internet has a positive impact on shopping behavior. Traditionally, researchers of issues related to consumer behavior have come to the conclusion that buying a good or service happens after forming the beliefs and attitudes. The more positive and attitude is, the more it is likely that shopping behavior will occur in the future.

Results show that the behavior of the customers for the Internet shopping is unstable because it depends on the experience gained from the previous shopping experiences. One of the ways of positive attitudes in customers with which we can form the positive emotions is repetitive exposure to a stimulant. In normal conditions, the

enthusiasm of an individual to one thing will increase just because he has repeatedly observed and experienced it. Here, it can be concluded that, in order to sell products via the Internet, by advertising on television or by word of mouth advertising, we can encounter and introduce internet shopping to customers. Another way to attract the trust of customers is to use public relations to promote online shopping and propose the news relates to it to public media and opinions.

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