

## **The impact of customer relationships with the customer on online purchase intention mediated by E - wom and perceived security (case study: SHEIPOOR site users and DIVAR in north of Tehran)**

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### **ABSTRACT**

*The purpose of this study is investigating the effect of customer relationship with customer on online purchase intention mediated by E - wom and perceived security. The research is a descriptive - survey research . The statistical population of the study is SHEIPOOR and DIVAR users in north of Tehran. based on the Morgan table and on the basis of the size of the indefinite population , sample size is equal and the method of non - random sampling is available . In this study a questionnaire was used. confirmatory factor analysis was used to examine construct validity and cronbach 's alpha for reliability analysis was used . c ) . then structural equation modeling and path analysis with lisrel software were used to analyze the normality of the data . The results showed that all hypotheses were confirmed and showed that customer relationship with customer had positive and significant effect on online purchase intention mediated by E - wom and perceived security. Our findings indicate that online brand communities are an effective tool for selling, considering that these communities are based on a firm 's or independent web . furthermore , we showed interesting asymmetric effects whereby positive information shared by members of the community has a stronger moderating effect on purchasing behaviour than negative information . Furthermore, we understand that online brand communities are tools to retain customers to maintain customers with experience and novelty . These findings highlight the need of all the firms about their online community strategies.*

*Keywords: online purchase intention, online purchase intention, e - verbal quote, perceived security*

### **Introduction**

Usually, each consumer is faced with many decisions to purchase, most of the consumers who research on the buying behavior of consumers can find their way and number of purchases and their causes. However it is not easy to learn about consumer behavior or consumer behavior because most of these questions are

in mind and mind and consumers . the starting point of these studies is the stimulus - response model . the consumer behavior is based on the fact that many stimulating and motivating factors together with marketing factors ( or marketing mix ) enter the consumer black box ( saba et al . , 2006 ) . he points out certain questions . the black box is comprised of two parts . first , the personal characteristics of the buyer that affect the way that the first mover can react and react against them . and the second is the decision - making process that influences the behavior of the buyer ( ibrahimi et al . the behavioral intentions of individuals tend to engage in behaviors that tend to engage in behaviors that they intend to do ( khorasani and colleagues , mcmc ) , on the other hand , a perfectly simple word that is nothing more than talk about products . the term ' oral advertisement ' is used to describe verbal communication ( whether positive or negative ) among people such as product providers , independent experts , family , friends , and potential customers . although all three factors may be involved in word - of - mouth advertising , further research has focused on actual and potential clients ( kazemi , 1956 ) .

On the other hand , the spread of the internet has changed people 's lives . This technology has created globalization and trade easily in societies. modern organizations have chosen the internet for their daily activities and are dependent on it . many organizations have also started to operate in e - commerce . research has shown that choice of e - commerce leads to various and diverse advantages including cost reduction , product quality improvement , contact with new customer or supplier and new ways of selling products . with the advent of mobile internet , consumers can freely communicate with others at anytime and through mobile devices . consumers increasingly use online community as a means of gathering information prior to purchase ( halls et al . , 2006 ) . customer - to - business ( c2c ) business is a kind of business on both sides of real persons among which a mediated site exists and is considered as a market place for them . thus, electronic exchanges are among those who choose the internet and web sites for trading . in this method , they communicate directly . types of bidding and bidding ( dong et al . , 2003 ) .

Information from communication in online communities has an important role in decision making and therefore marketing and buying strategies of consumers. hence, understanding how communication affects online communities is particularly important in today 's digital environment ( wang et al . , 2006 ) . in total, according to the fact that research with this title in iran has not been done yet and its dimensions are unknown . ~~~ so , in this study , the effect of mobile phone and mobile phone usage on online purchase intention by using mobile phone and social networking is studied and the basic question will be answered that what impact has been on online purchase intention mediated by E - wom and perceived security ?

### **Theoretical basics and history of research**

Internet shopping is a kind of shopping done through internet stores. Websites and amazon are among the most important and largest internet shopping websites. The first time in 2006, Tim Berners - lee founded the e - commerce company, and in 2011, the online banking corporation launched the first online retail company. [ hyperlink : <http://en.wikipedia.org/w/index> . the German company founded its first internet sales system in the same year . available at amazon . cam and eve started their activities . in this type of store , which after the internet has emerged , the seller list the list and specifications of his goods on the site and the buyer goes to the store after referring to the site and studying the specifications and characteristics of the goods . after being reviewed and approved by the site authorities with respect to the type of goods and its volume and weight , the orders are sent to the customer 's address by motor courier , mail or freight . today , e - commerce is becoming increasingly popular worldwide . payment is often made by electronic payment tools . electronic payment cards , whether virtual ( only usable in the internet ) or physically , are often used in such environments . of course , local internet stores usually have the ability to deliver money when they receive goods , but there is usually no such possibility in global internet cafes . successful internet stores usually need to win customer trust first to achieve success . the best price with quality of supply must be real . because customers in cyberspace can easily compare each store with others and not to trust it . internet shopping is more cost - effective and cost - effective than past and allows consumers to compare price / quality and goods services . thus , customer satisfaction is more and often preferred to purchase their purchases from the internet . in many cases , even shoppers choose their merchandise in stores and then buy it from the internet because it will be unprofitable . in some parts of the

world, such as the United States, the internet has exceeded the presence of internet users, making it possible for suppliers to share internet offers in addition to their physical supply / services.

Trusted cooperative environments like internet businesses in which businesses rely on shared goals are known as safe spots on the internet. These businesses exist in the framework of sustainable development projects, exchange associations, supply chain communities, and .... Currently, many of these services are directed by a prominent factor, such as those in the supply chain, or a third-party factor such as what exists in the exchange community. By setting the appropriate system of registration and trust membership, secure and trusted environment for doing business through the internet has created. The condition of entering into society creates more confidence for members of the society. Because the terms and conditions of arrival can be defined in relation to various customers' risks, this service will affect the different domains of e-commerce (al. based on the Giffen researches, a distinct belief in the ability, benevolence and honesty have been introduced as prerequisites to build trust in e-commerce. In a study of the three principles of seller ability to deliver goods or services in the form of promised services, the e-seller's willingness to correct its action if purchase has not caused customer satisfaction, the existence of a line to maintain the secrets of its customers and its expression on the website that are effective to increase perceptions of trust on the internet has been addressed.

The research conducted in 2001 stressed the necessity of reliability of the internet as media used in electronic shopping, and four factors of internet vendor reliability, reliability of the Internet as media used in e-purchase, infrastructure factors such as approvals from other companies and firm size that affect consumers' trust in online shopping. Something that had been less noticeable in other researches than before. The necessity of taking civic solutions to build trust in customers is the areas of trust in e-commerce. In some cases, safety and security research have been introduced as key factors of trust in e-commerce. They believed that environmental controls and customer's ability to control electronic vendor practices directly affect the customer's perception of the safety and safety of website information. The size and reputation of the e-seller as the underlying cause of trust in customers is also considered by a number of researchers. Factors such as Hassan's reputation and customer familiarity with e-commerce and his satisfaction with previous experience in this regard have been investigated, and the results of research suggest that customer trust is dependent on the Web (Mohammed et al., 2016), one of the most widely known business models, the C2C model, or the customer. Here, a business is merely providing a platform for users - people or other customers to deal with each other. Base platforms such as eBay, which eased the purchase and sale of second-hand goods, is one of these successful models of Customer to Customer. Ad publishing sites like DIVAR and SHEIPOOR in Iran are C2C model and business models. They are not involved in selling and selling, and they are the ones who do the money transfer work. Companies only attach two customers to each other by offering one bed. The C2C business model is the only time when the site, company, or the same base business are not directly involved with the two customers. For instance, store sites that sell goods from ordinary people and then sell it to the site for sale are not C2C. But in the first phase he sells his product to a business. That is, the C2B model and then the business that sells it to the new customer at full disposal. That is to say, the model. B2C

In such websites, considering that there is a direct customer - customer relationship, word of mouth advertising and presence in online social networks can contribute to the effectiveness of this communication. One of the most widely accepted concepts in consumer behavior is oral communication that plays an important role in shaping consumer behavior and attitude. Verbal communication in marketing is often used to describe recommendations and recommendations of consumers. The speed and lack of business biases to the product or service mark makes it an effective source of information for consumers' business choices, especially when the prior shopping experience is limited. Despite the importance and penetration of oral communication in consumer brands, a small percentage of this oral communication is encouraged by the promotion efforts of the company. While researchers believe that the effect of oral communication on customer buying behavior is more than those under control. Oral communication has a significant impact on the orientation of consumers, in the context of decision making and risk reduction associated with purchase. Since the advent of information and internet technologies, oral advertising has found several new names: viral marketing, marketing via e-mail, word of mouth advertising, word of mouth marketing

, and E - wom . electronic word of mouth ( wom ) is defined as all of the casual relationships of consumers through internet - based technology , in conjunction with the application or specifications of specific goods or services . this type of advertising is an important field for users and it seems that due to its accessibility to it , it may be more effective than oral communication in the off - line world . E - wom can be considered as the relationship between traditional personal communication within the new generation of cyberspace ( saba et al . , 2006 ) .

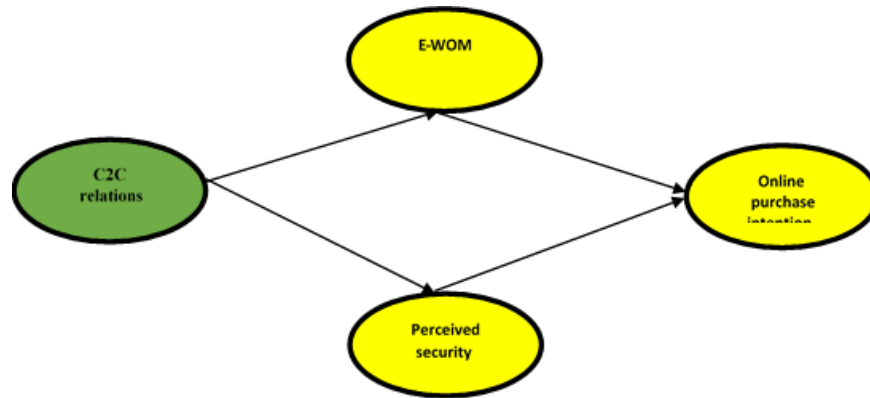
In this context, the following research can be mentioned:

dang et al. (2016) studied the perceived effect of C2C relevance on the purchase decision in online communities from the perspective of the information acceptance model. The information from user - to - consumer - to - consumer communication online plays an important role in decision - making decisions. the proposed model shows that the quality of reasoning, resource validity and enhancement of power is a positive role in decision making to purchase through the evaluation of product usefulness.

vaughan et al. ( 2003 ) studied the impact of customer relationships on customer buying behavior . increasingly , consumers use the internet as a means to collect pre - purchase information . this study provides a model of offline connections in the development of favorable results of brand community . two experiments were used to test the model . the results indicate confirmation of the hypotheses . et al . ( 2006 ) studied the impact of E - wom on customer purchase intentions through co - creation of value . the results showed that word of E - wom had a significant effect on customer purchase intention and E - wom intentions on customer purchase intention . et al . ( 2006 ) investigated the effect of word quote on consumer purchase intention . this research was done in the garment industry in pakistan and the results showed that word quote has a significant impact on consumer purchase intention . habib and viagra studied the effect of brand loyalty on the brand of coca cola . research findings indicate that customer satisfaction and brand image are important factors that brand loyalty affects brand name than any brand . research shows that brand name brand loyalty and repurchase intentions are positively associated with meaning , penetration of loyalty to repurchase intention . kazemi ) investigated the effect of positive oral advertisement on intention to buy a store brand . there is a negative relationship between perceived risk of store and perceived risk of store private brand , as well as between perceived risk of store private brand and tendency to purchase from the store 's private brand . there was no meaningful relation between perceived image of store and intention to purchase from the store 's private brand .

dangafari has examined the effect of oral advertising on consumer purchase intention by mediating the receiver's attitude toward product and commitment to the product and commitment in relation (case study: consumers of GOLRANG products in tehran). oral advertising has a positive and significant effect on consumers ' intention to purchase consumer attitudes toward the brand and commitment to the product and commitment in the relationship as well as regardless of these mediating variables. meanwhile, the role of gender as a moderating variable relation between the oral advertising and the receiver's attitude toward the product was not confirmed, instead of the role of education as a moderating variable of commitment relationship and purchase intention was confirmed.

## **Conceptual model of research**



**Figure 1: Conceptual model of research: Dong et al. (2016) and mavis et al. (2010)**

**Methodology**

the present study is an applied study of the descriptive - survey type. The statistical population of the research is users and DIVAR in north of Tehran whose numbers are uncertain. According to the Morgan table and according to the volume of anonymous society, the sample size is 384 people and random sampling method is available. in this study, a 16 - question questionnaire was used. From factor analysis, confirmatory factor analysis was used to investigate the validity of the structure and in the continuation of Cronbach’s alpha to examine the reliability of the structure. He came in. in the following we used the k - s test and spss software to investigate normality and to continue the structural equation test and path analysis with lisrel software.

**Findings**

➤ **k - s test**

**Table 1: k - s test**

Test Result	alpha	A significant level	variable
normal	.05	.790	c2c communications
It is normal.	.05	.713	oral word quote
It is normal.	.05	.687	perceived security
It is normal.	.05	.781	online purchase intention

According to the above table, there is a significant level of each variable of 0.05 / 0.05, so the use of lisrel software can be used.

➤ **Structural equations and path analysis**

according to the lisrel output, the  $df / 2 \times$  value is calculated, the existence of  $df / 2 \times$  is smaller than 3 indicating proper fit of the model as well as the square root of the approximation error variance (RMSEA) was to be less than 0.8, which is equal to 075 / 0. the amount of indices of GFI, AGFI, CFI and NFI should also be more than 0.9, which is higher in the model under consideration in order of higher order. therefore, the data of this study fits well with the factor structure of this scale and that indicates the alignment of the questions with variable. The value - value model or the t - value model represents the meaning of each parameter. considering that the number of parameters of the model is larger than 1.96, it is supported by the hypotheses of the variable that are related to it.

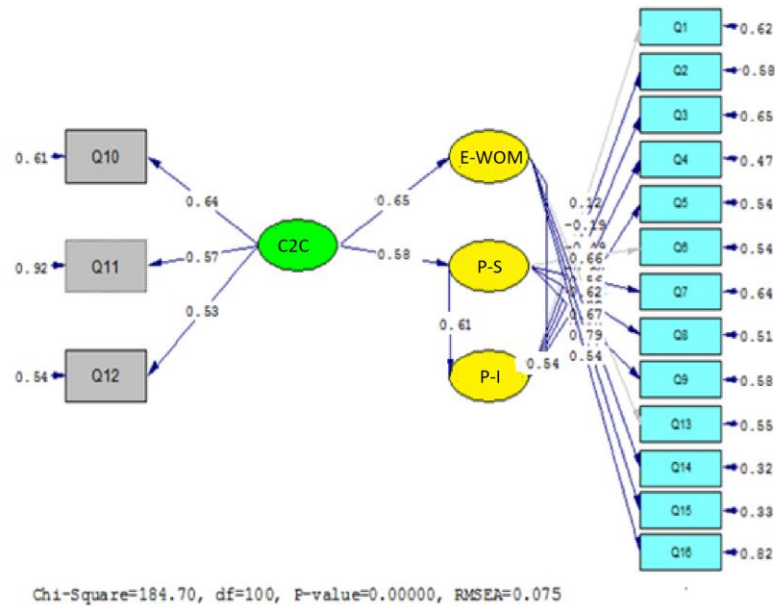


Figure 3: ~~~ standard estimation pattern of research structural model

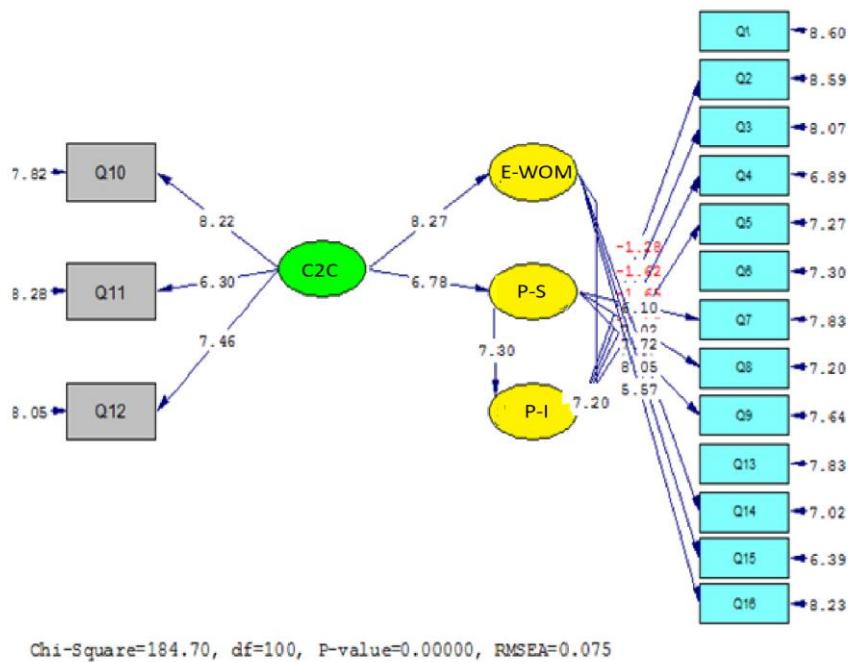


Figure 4 shows the pattern of the significant numbers of the research structural model

in examining the hypotheses using structural equation modeling, the values of path coefficient and t statistics show the intensity of the relationship and rate of the relationship. In figure 4 t, a significant number is greater than 1 / 96, so the hypothesis is confirmed.

Table 2

Outcome hypothesis	t statistic	Influence	Path	hypothesis
		TOTAL		

ok	8.27	.65	verbal communication affects the quote of E - wom .	
OK	7.20	.54.	c2c communication has an impact on perceived security.	
OK	6.78	.58	E - wom has an impact on online purchase intention .	
ok	7.30	.61	Perceived security has an impact on online purchase intention.	
ok	15.47	.351	online purchase intention affects online purchase intention mediated by E - wom .	
ok	14.08	.3538	c2c communication affects the behaviour of online shopping mediated by perceived security mediation.	

## Conclusion

This study is to understand C2C connectivity in today's digital environment. To do so, we investigated the influence of C2C online communication on purchase intention through a series of interventions. To achieve a deeper understanding of C2C online communication, we also investigated key probabilistic variables. Our findings suggest that the C2C communication that occurs in online purchase intention has good effects on the results of the relationship. Specifically, we find that online brand communities have a positive impact on immediate shopping and immediate sales goals. Naturally, sales are made up of customers who connect more with other customers in these communities. These C2C bridging customers had a higher purchase frequency and showed more purchase intention. It can also be concluded that online brand communities, regardless of the communication style (text or voice on the site itself or social networks), enjoy the desired relationships and outcomes of buying customers. Furthermore, although negative information can be shared among community members, the impact of negative information is not as positive as the benefits of information. Therefore, keeping the community and visitors to the two sites that allow customers to know more of the firm via online conversations with peers, even if negative information is shared, they work in favor of the company. We also found that managers of brand community social networks are very important to focus on improving the quality of information shared in society as this is an important part of the quality of communication (including four dimensions of multiplicity, communication, duration and time) that affect consumer purchase behavior. In sum, this research is one of the few theory - based research efforts aimed at understanding C2C connectivity in the digital environment in Iran and stresses the importance of online purchase intention. This is an important development of knowledge, given the increasing prevalence of different forms of online communities. The Buyer's concern about website security increases when the potential of e - commerce transactions is maximized. Many researchers have to investigate the actions and consequences of website security. On the other hand, the role of SHEIPOOR sites, DIVAR and other sites is that using the latest hardware and software methods as well as showing in the content format of the site, there is a high security presence.

Dimensions that are not included in our study include information that consumers may be involved in other selling sites other than the DIVAR, SHEIPOOR, and other forums. our study focuses on the quality of communication between customers . however, future research can discover alternative explanations for reducing uncertainty . another limitation includes the depth and breadth of the temporal and spatial range . due to the fact that we consider a precise date from their perspective , several purchases may have occurred before the occurrence of the subject . in total , our findings indicate that online brand communities are an effective tool for selling , considering that these communities are based on a firm 's or independent web . furthermore, we showed interesting asymmetric effects whereby positive information shared by members of the community has a stronger moderating effect on purchasing behavior than negative information . furthermore, we concluded that online brand communities are tools to retain customers to maintain customers with experience and novelty . these findings highlight the need for all companies to carefully monitor their online community strategies. consumers have multiple benefits to users . the low cost of retailers and wholesalers is to maintain the margins of a higher number of sellers and lower prices for buyers than the benefits of this model. it also facilitates customers .on the other hand , the platform should be faced with different backgrounds. in some cases , vendors who are unable to answer accurate questions about items to sell are pressed to the buyer to immediately buy or refuse to meet and demand electronic transfer of the funds. so users in their environment should investigate the desired product before purchase from

these websites and then search in these platforms . After finding the desired product, you must see it and then pay for the desired amount and receive the money as soon as possible . It is also quoted as saying that among social networks they will not complete awareness of its authenticity .

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