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MAIN FACTORS IN ONLINE SHOPPING BEHAVIOR IN IRAN

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ABSTRACT

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Name of thesis MAIN FACTORS IN ONLINE SHOPPING BEHAVIOR IN IRAN		
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<p>Iranian online shopping market was growing during last few years. Why is this growth happening? What are the important factors influencing on this market?</p> <p>This thesis studies how the main factors on online shopping behavior effect on consumer online shopping behavior in Iran. The survey was conducted in Persian Language which is the native language of Iranians. The most important findings in this survey are:</p> <p>Iranian consumers buy more from online stores in Iran than international websites and most of them use their mobile phone for this purpose.</p> <p>The effect of social media, friends and family are very noticeable on online shopping decisions by Iranians. These elements increase consumers' expenditure.</p>		
Key words Consumer Shopping Behavior, Iran, Online Shopping, Social Media		

ABSTRACT

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1 INTRODUCTION

Online shopping has become an important activity by internet users. Online shopping behavior studies the process of buying products or services by internet users. Consumers after realizing their needs start searching on online websites for information about their necessary products or services and meanwhile the advertisements can influence on their purchase decision (Liang & Lin 2008). Many online shoppers found it very convenient to buy online and are satisfied with the speed of this method (Yu & Wu 2007).

Iranian e-service is developing nowadays. After the rapid growth of internet in Iran, people started to trust online shopping and online shopping of Iranians from online retailers has an increase of about sixty percent yearly. According to press TV the statistics shows that there are around twenty thousand online retailers in Tehran. In 2015, the value of business activity of these retailers became 17.4 billion dollars. Internet in Iran has developed very fast during last few years. At least nineteen million Iranians use internets through their phones. This growth has taken place during last two years which you couldn't find many online stores before that. Because of internet censorship the access to eBay and Monster is blocked in Iran and Iranian people don't have access to Visa card or Master card so that home online stores were successful due this lack of access. But many of online shoppers found a way of access to the international payments methods to buy from Monster and Alibaba websites.

This paper first provides a theoretical background about consumer shopping behavior and characteristics that influence and result in making purchase decision. Then it contains some information about the most important factors that encourage and drive consumers to shop online. Finally, the results of a research about the influence of these factors in Iranian online market will be presented.

2 THEORETICAL BACKGROUND

Internet is very popular nowadays among people and the number of internet users is growing so that it became an inseparable part of everyday life. Everyone is familiar with and using it to search for information and make online purchases (Hou & Rego, 2002). In this chapter, the characteristics of online shoppers and the most important factors influencing online shopping behavior will be explained.

The theoretical framework used in this research is designed according to the factors of trust, convenience, price, demographic factors and internet experience. For exploring consumer e-shopping behavior these are the most important factors.

2.1 Consumer Shopping Behavior

We can find many studies about consumer shopping behavior in different areas nowadays. Consumer shopping behavior is the study of individuals, groups, or organizations in selecting and using products and services, experiences or ideas to meet the needs and wants (Blackwell 2006; Kuester 2012). There is a need to understand what consumers buy, why they make purchase decision and how consumers use the products or services (Blackwell 2006).

We will find then that consumer shopping behavior is not merely the interaction of buying and selling between buyer and seller (Solomon, Bamossy, Askegaard & Hogg 2010; Solomon 2011). It is of importance to find out what products or services consumers purchase, for what reason they make this purchase and how they use them. According to Ajzen & Fishbein (1977) the only reason for shopping is not just need but it can be because of other factors which effect on shopping. For example, it can be done because of the recommendation of friends or seasonal fashions, etc. so consumers may buy because of basic needs or it may be a casual activity.

According to Zhao (2012) a successful company meets its customers 'needs better than its competitors. There are some individual characteristics that are along with the needs leading to shopping. The company searches what and why and how people buy. Companies understand consumer behavior by collecting consumer information and it directs their business and they find good opportunity in the target market (Li & Zhang 2002; Solomon 2011).

2.2 E-shopping behavior

Nowadays more and more people shop online and most companies realized its effectiveness and tried to change their offline shopping to online shopping. Therefore, understanding consumer online-shopping behavior can be very useful. (Zhao 2012.)

The procedure of making purchase decision in online shopping is like shopping from physical stores but in online shopping online advertisement can also be attractive and effective. Consumers can purchase their products with just a couple of clicks of the mouse and save time and energy. It is easy to make a price comparison from one online shopping store to another. The availability of online stores at any time of the day increases the convenience of shopping. Companies may increase their sales by understanding the most important determinants that affect online consumer behavior (Zhao 2012.)

2.3 Four important characteristics of E-shoppers

For understanding the online shopping behavior, we need to identify the online shopping need more specifically. These characteristics are key characteristics of online consumers including cultural, social, personal and psychological characteristics (Hasslinger 2007). Identifying these characteristics help to attain good understating of those who buy the products or services online. Knowing them, you can explain how consumers interpret and inspire through advertisements (Kotler & Armstrong 2007).

2.3.1 Cultural Characteristics

Cultural characteristics have the most influence on consumers' behavior (Kotler & Keller 2006). Humans' behavior consists of different sets of values as they grew up that effect on their behavior and purchase decisions (Kotler & Armstrong 2007). Subculture feature consists of a group of people with same beliefs and values like nationalities and religion that can be targeted as an important market segment.

According to Smith & Rupp (2003) consumers who belong to higher social class buy online more frequently because they have access to the internet and have a computer while those who belong to lower social class don't have access to the net and computer and as a result the percentage of online shopping is low among them.

2.3.2 Social Characteristics

We can find social characteristics in three categories as reference groups, family and social roles and status. According to Kotler & Armstrong (2007) reference group effects on the belief of a person and his-her behavior. This influence can be direct or indirect. Family and neighbors for example have direct influence and so it is called membership group. This groups can affect the persons' behavior in three ways: exposing a person to a new behavior, effect on person's way of thinking and putting pressure on person for being accepted in the reference group (Kotler & Armstrong 2007).

Family member can affect highly on online shopping behavior. Some family members influence other member in online shopping so it is necessary for marketer to understand which member must focus on to raise their sales. Friends also play a role in shopping behavior. Different persons have different roles in their groups and belong to different groups (Kotler & Armstrong 2007.)

2.3.3 Personal Characteristics

According to Kotler & Keller (2006) personal characteristic is another important factor influencing consumers' decision. Age, occupation and economic situation include in this category. Age includes different periods that people experience in life and during these periods person experience different changes.

According to Kotler & Armstrong (2007) appropriate marketing plans can be defined for different age group. The job that people involved in has a direct effect on buying products. Rich consumer may buy different products without noticing its price but a person with lower income may be price sensitive (Hasslinger 2007; Zhao 2012). Personality, lifestyle and self-image are the other elements included in personal characteristics. Each person possesses characteristics that form its personality and effect on his motivation and behaviors. Lifestyle is the persons' activities, interest and opinions and the way he or she act in his environment (Ryckman, 2004).

2.3.4 Psychological Characteristics

Psychological characteristics include these concepts: motivation, perception, learning, and beliefs and attitudes. Motivation can be defined as the needs that must be met. These needs can be divided in biological and psychological needs such as hunger, discomfort, beauty, self-esteem and belonging (Kotler & Armstrong 2007.)

Perception is the process of interpreting physical sensations like sights, sounds, and smells. All consumers consider a product or service's importance through perception which helps them to decide about things and buy them. Learning is an act that through consumers experience change their behavior. Learning is a continuous process. Attractive advertisement and improvement campaigns can be designed by marketers to affect the learning process of consumers (Kotler & Armstrong 2007.)

2.4 Main elements for making purchase decision

There are different factors which influence online shopping behavior. Three main factors are price, trust and convenience (Solomon 2011; Zhao 2012; Brengman 2005; Solomon 2010.)

Price is one of factors in marketing mix and a strong tool that stimulate the consumer to buy. The consumer compares the product, product value for the money and its quality (Brassington & Pettitt 2000). The factor of trust focuses on consumer safety needs and wants to satisfy that. Convenience motivates the consumer to buy online (Constantinides 2004). There are other factors included in this category which will be explained in detail.

2.4.1 Price factor

In online shopping, consumer can compare product information and prices. Prices are assigned by examining the product and negotiation (Kotler & Keller 2006). Consumers that are price sensitive can compare the price in online shopping while others who look for special product that is difficult to find it offline can search and find it easily in online shopping. Online products are often cheaper because we don't have product costs like storage and daily expenditure (Zhao 2012). However, in online shopping there are costs like freight expenses and long delivery time which affect e-shopping.

According to Keisidou & Dimitrios (2011) the type of product effect on consumer way of thinking about online shopping. Consumers have different behavior when buying inexpensive and expensive products and when buying products and services which are used daily or for a long term.

2.4.2 Trust factor

Online shopping is a new way of shopping so it is both challenging and risky. Consumers can trust on salesperson in shopping but the salesperson is absent in online shopping and this is a challenge for trust.

Furthermore, the consumer cannot try the physical aspects of the products. When using personal information in online shopping, the consumers cannot be assured of its security. If the level of security and privacy is high the consumer can trust and purchase online easily. Previous experience and knowledge increase the trust. A company must assure the consumer that it can protect its consumer information like credit card information and will support its consumers after buying its products or services. In this way, consumer can trust more (McKnight & Chervany 2002.)

According to Collier (1995) privacy is people's right to the privacy of their body, space, communications and information. It is very crucial and effects on online shopping and can be a barrier in online shopping (Hou & Rego 2002). Consumers stop buying online when there is a privacy concern so they do not provide personal information.

2.4.3 Convenience factor

Convenience is the main reason to buy online and can save time and reduce frustration (Blackwell 2006). You can buy at home at any time and at any place. In comparison with the traditional way of shopping it saves time and makes it easy to search. Consumer can gather more information on internet and spends less effort and time (Zhao 2012; Kim & Park 1991; Constantinide 2004).

Consumers just need to have computer and internet access. Nowadays computers can be replaced by other devices like smart phone or tablet. Consumer can have access to the latest international items without traveling. There are retailers in other cities or countries that consumer can be in touch with them through internet. These online retailers provide various colors and sizes that may not be found in one offline store.

2.4.4 Internet experience factor

Previous experience in online shopping is a very important factor for future shopping. If a person has a good experience from past online purchases he or she probably buy online again because he or she can trust more easily but if a person has been cheated when shop online, it is difficult to trust again (Hasslinger 2007).

When a person is familiar with online shopping trust element will be increased (Gefen 2000). But if a person has been cheated it has a negative effect on his or her online experience and the person cannot enjoy the online purchase (Zhou, Dai & Zhang 2007).

Internet experience is acquired when technology acceptance improves consumers' attitude toward online shopping. Technology acceptance model (TAM) shows how people accept and make use of the new technology. It sees how people shop online while ease of use effect positively on online shopping (Lim & Ting 2012.)

2.4.5 Social Media factor

Virtual social networks affect online shopping. Comments on social media will affect online shoppers. The research of social labs shows “around 62 % of online shoppers read the comments of Facebook friends about the product and 72 % of them have visited the product on its online page and 53 % of them have purchased the product.”

According to Deloitte (2014) “About forty percent of consumers are under the influence of social media that leads them to have access to information inspiring them to purchase furniture and home devices”.

2.5 Previous written works

There are many researches about online consumer behavior. Different factors affecting online consumer behavior include in these authors' articles. Researchers studied them from different perspectives (Li and Zhang, 2002.)

It is very possible that consumers with positive experience in online shopping will use it again. Well-developed websites are very helpful in repeating this experience. If consumers become frustrated during online shopping the possibility of experiencing it again decreases. High level of trust leads to positive attitude resulting in purchase but the reverse attitude will cause perceived risk (Li and Zhang, 2002.)

Online shopping is an emerging market and a new research field in Iran. It's hard to win customer's trust in online shopping and it's hard to change their habits. Tehran is the capital city of Iran with the population of 12000000 people and it takes so much time for customers if they go for physical shopping. There are over 20000 online shops in Tehran. According to research there is an annual growth of 60 percent in online shopping. In online shopping, there are two methods of payments. First is paying when buying the good and the second is when the item is delivered.

3 METHODOLOGY

The objective of this research is to clarify how main factors of shopping affect online shopping in Iran. Having a look at customer thinking can help e-commerce' success and it is also helpful for marketer to apply useful strategies that help to keep current customers and attract new customers. For this thesis, quantitative research is chosen. Quantitative research is an approach that include many research methods. According to Boutellier (2013) quantitative research collects quantitative data about an event and then by mathematical method start analyzing that.

According to Wright (2006) by quantitative research researchers can generalize their research findings. This thesis studies how the main factors in online shopping behavior effect on consumer online shopping behavior in Iran. So, quantitative research is the best research strategy for this thesis. A survey will be used for collecting information to measure how consumers are satisfy with a product or service (Groves, Fowler, Couper, Lepkowski, Singer & Tourangeau 2009).

3.1 Information collection

This is a primary research and the author of this paper collects information by herself. The information collects from a group of respondents. No research method is adequate to be applied for all research problems. Choosing a method for collecting data has both loss and gain (Schulze 2003.)

The survey is distributed both online and on paper. Many completed the survey on paper and some by filling in the questionnaire that received by the author or friends via telegram that is a popular messaging app among Iranian people. Respondents' ages were between 20-63 with different levels of the education. Sampling of people was based on different criteria like age, occupation, sex and respondents were asked to distribute the survey among their family, colleagues and classmates.

3.2 Design of the questionnaire

The survey is in Persian language and consists of 28 questions. The respondents can answer the questions in their native language. The different parts of this questionnaire consist of: demographic, trust, convenience, price and internet experience. The questionnaire in demographic part asks about age, sex, internet experience, job and income. External factors like family, friends and social media's affects are asked about in the survey.

3.2.1 The factor of demographic

This section includes external and internal factors influencing consumer behavior. The respondents told about their sex, age, occupation and monthly salary which are among internal factors. Then these aspects were compared with respondents' monthly expenditures in online shopping.

The respondents also were asked about social influence like family, friends, newspapers and posts in social media which are external factors. The respondents report how frequent is their activity in social media and how they gather information about their desirable products or services from social media. How they left comments or read others' comments on social media. We wanted to reach a result that how these determinants effect on their purchase.

The questionnaire includes factors according to Zhao (2012) in addition to social media factor. Respondents report the importance of social media factors inspiring them to shop online. The frequency of using social media and the influence of reviewing comments are asked in this survey. Previous experience and future expectation from online shopping are assessed in the survey.

3.2.2 The factor of trust

The author asked about the risk included in online purchase. Factors that affect reducing of possible risks were included in the survey. The respondents were asked to choose the risk of online shopping between without risk, quite risky, very risky. They ranked the importance of the communication with online shopping support, returning the goods free of charges, positive buyers comments and the importance of privacy and protection of personal information, between without importance, quite important and very important.

Free return of the goods that consumers are not satisfied with evaluated as one of the important factors. Reviewing the comments of other consumers about social media influence causes that the online shopping to be felt trustworthy or risky.

3.2.3 The factor of convenience

Respondents compared the convenience of shopping in a physical store with online shopping, from not convenient (to shop online), convenient, very convenient. Different cities in Iran have the problems of traffic and parking space that make physical shopping more stressful.

Another question was about comparing shopping online to a physical store in terms of saving or costing time, answering from costing more time, less time or saving time. Other factors in next questions were about correct and detailed information about the products or services, free shipping, and fast shipping.

3.2.4 The factor of price

In the survey, it is asked about the importance of saving money when the respondents shop online. The answer is ranked between not important, quite important and very important. Next, it asked about the price comparison when the respondents buy online. The answer can be never, sometimes or always.

The survey respondents were asked about shopping other types of products with the answers from never to several times a week. The goods were asked about are Books, Clothes, Home devices, Games, makeup products, and Tickets. I chose these items because they are among the best sold in shopping market in Iran. The survey asked the respondents about the monthly spending on online shopping among 0-50 €, 50-100 €, 100-150 €, and above 150 €.

3.2.5 The factor of internet experience

In this section, the survey asked about the experience of online shopping by the respondents. One question was about being easy to shop online and the other was about finding it complicated in comparison with shopping in physical stores. The answers could be disagree, agree somehow and agree. These questions were supposed to measure the technology acceptance among Iranians.

Other questions asked the respondents about the frequency of shopping online, doing shopping by their phone and their previous experience about shopping from international websites like Amazon or Alibaba. The answers were ranked from never to several times a week.

4 EMPIRICAL RESULT AND ANALYSIS

This survey is a quantitative research. This approach includes many research methods. According to Wright (2006) by quantitative research researchers can generalize their research findings. After analyzing the results acquired by the distribution of the survey, the author will explain the results in five separate parts of Demographic, Experience of online shopping, Trust, Convenience and Price.

4.1 Demographics

Income and Expenditure- The average income of Iranian respondents is between EUR 360-480. The more money the respondents earn the higher expenditures they have. About 72% of Iranian respondents spend more than EUR 50 for online shopping.

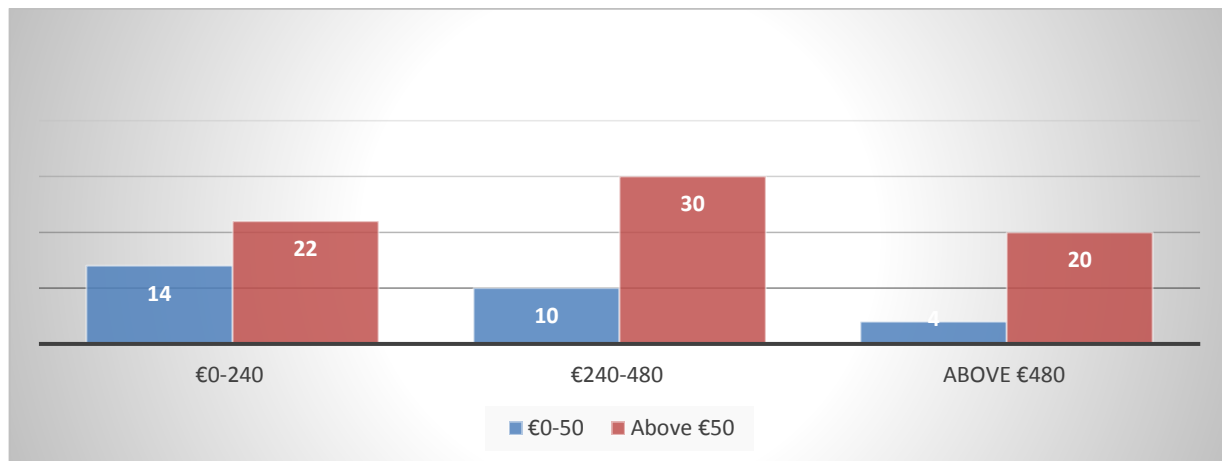


FIGURE 1. Income and expenditure

Income, Expenditure and sex- In this survey men earn more but have the same amount of expenditure in comparison with women.

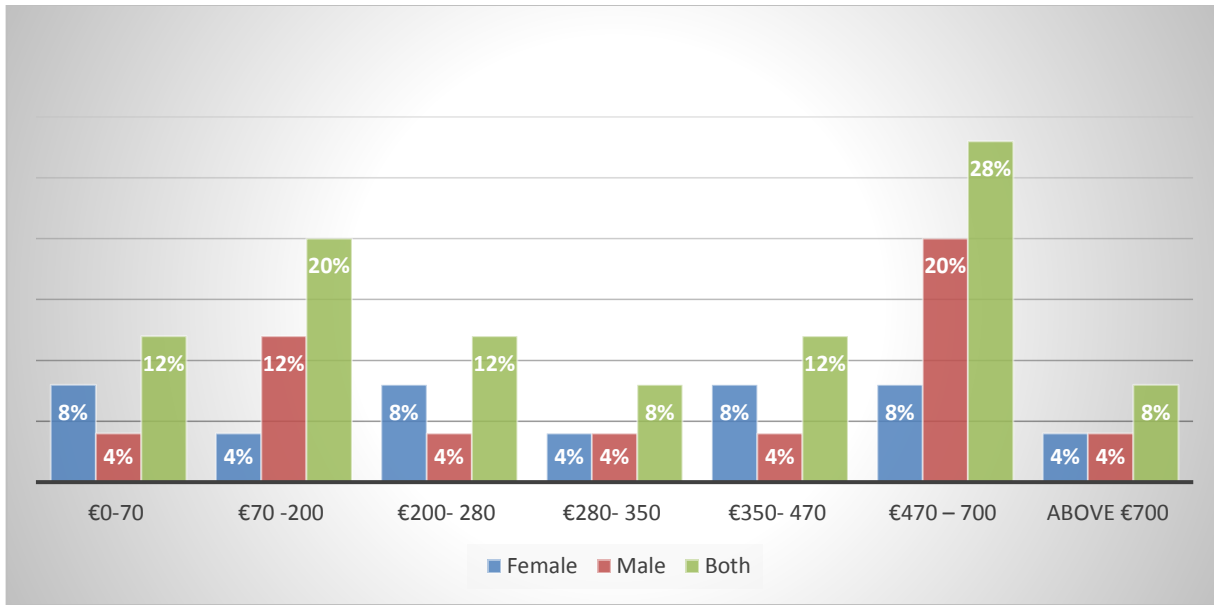


FIGURE 2. Income distribution

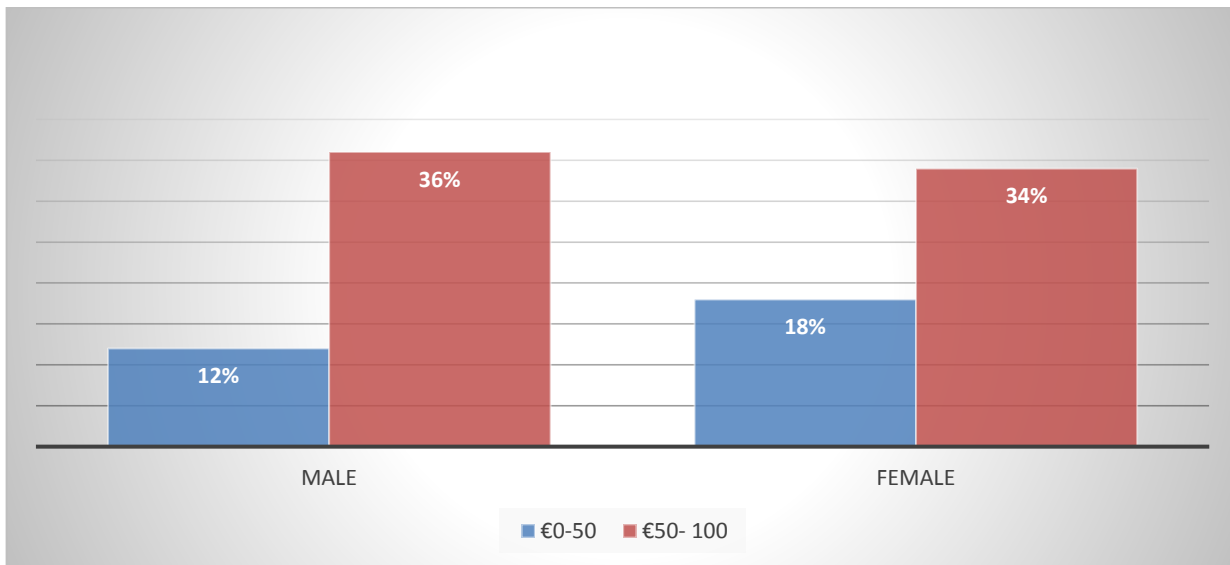


FIGURE 3. Male and female expenditures

The highest level of the expenditure of men and women is between EUR 50-100. There is no difference between genders and expenditure and both women and men spend the same amount for online purchase.

Income, Expenditure and Age- The average income among respondents is between EUR 480- 720. Some of the respondents who are in ages between 26-35 and some in agea between 46-55 earn more money.

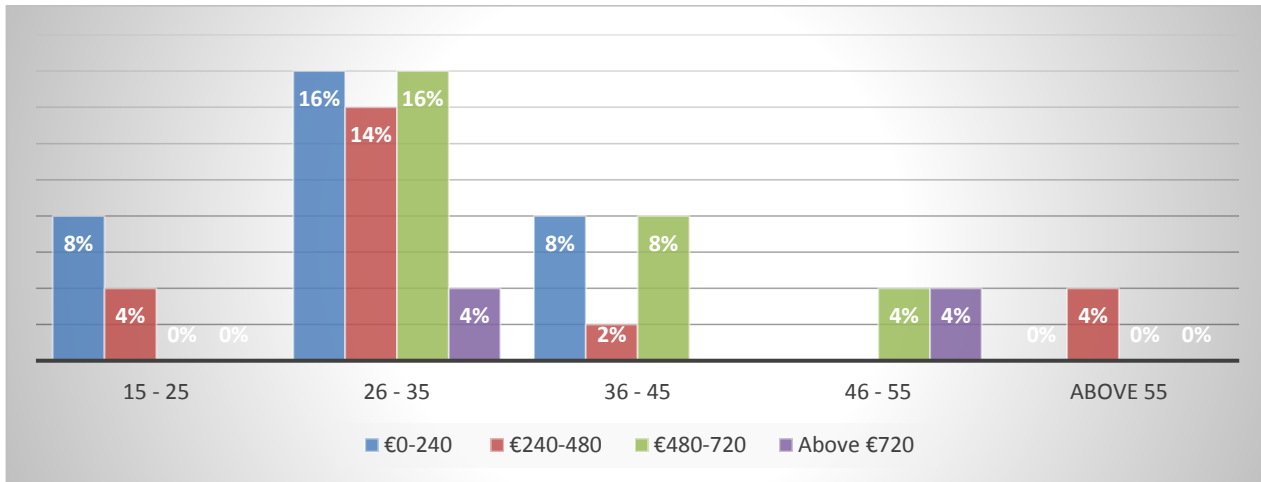


FIGURE 4. Income and age of Iranian Respondents

Iranian respondents age between 26-45 spend more than EUR 50 per month for online shopping. This is true while the average income is also spread in this age group.

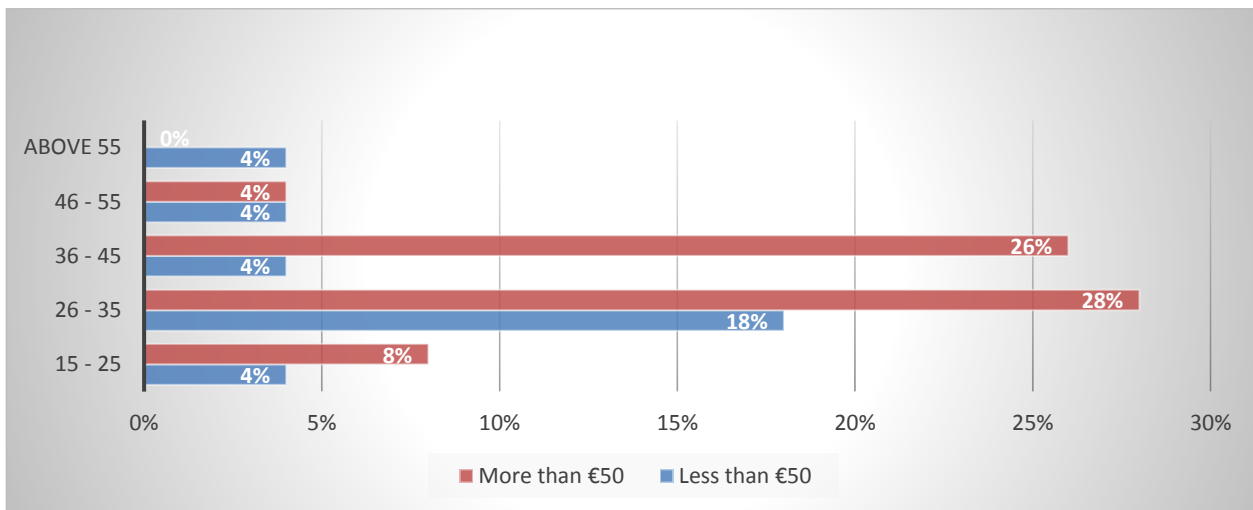


FIGURE 5. The expenditure and age

External Factors

Social Factors- Iranian respondents find friends and comments on social media very important to influence on their online shopping. Family is also an important factor, while blogs and news have the least influence on their shopping decision.

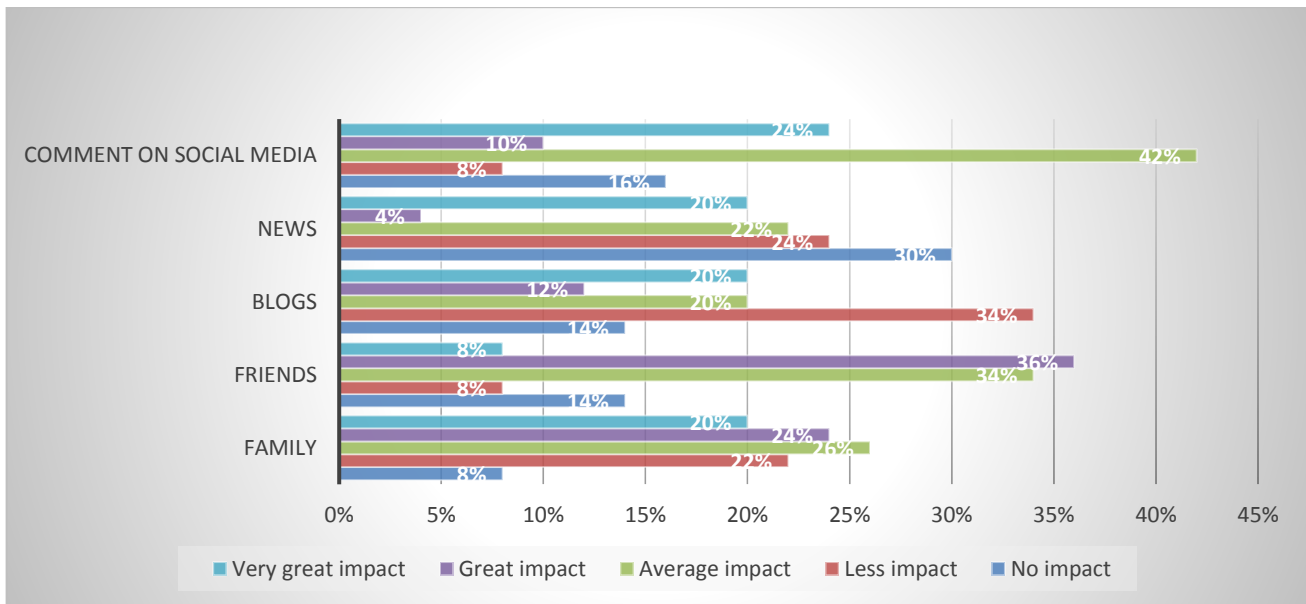


FIGURE 6. The influence of external factors

Social Media Factor- In this survey 78% of Iranian social media users check social media every day and those who use social media daily would spend more than EUR 50 for online shopping in comparison with those who use social media less than every day.

TABLE 1. The frequency of using social media by Iranian users.

Expenditure	Every day	Less than everyday
Less than €50	28%	4%
More than €50	50%	18%

4.2 Experience of online shopping and risks

About 92% of respondents had a good or very good experience about their online shopping.

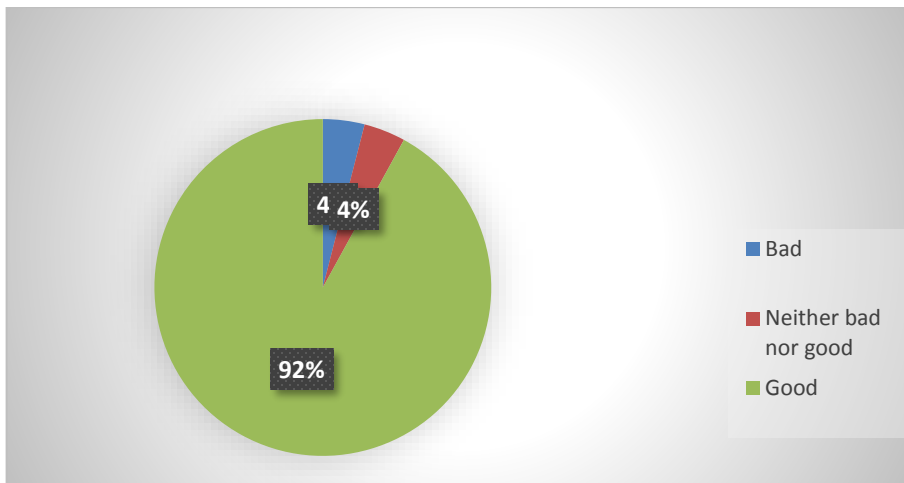


FIGURE 7. The experience of online shopping

52% of Iranian respondents who had more positive experience from online shopping were more likely to spend more for online shopping. And even 24% of respondents with average (rather good) experience spend more than EUR 50 for online shopping.

TABLE 2. The expenditure and how it is related to the previous experience of online shopping

	€0-50	€50 -100	Above €100
Average experience	8%	24%	4%
(very) Good experience	24%	28%	0%

According to the survey more than 80% of the respondents with a (very) good experience from online shopping believe that there is an average risk level in online shopping.

TABLE 3. The experience of online shopping and perceived risk

Risk level	Previous experience		
	bad	Neither good nor bad	good
Low	4%	0%	8%
average	0%	0%	80%
High	0%	4%	4%

4.3 Trust

As we can see in this figure Iranian respondents consider online shopping with an average risk. There are different factors like frauds in Iranian markets that leads to such an estimated level of risks.

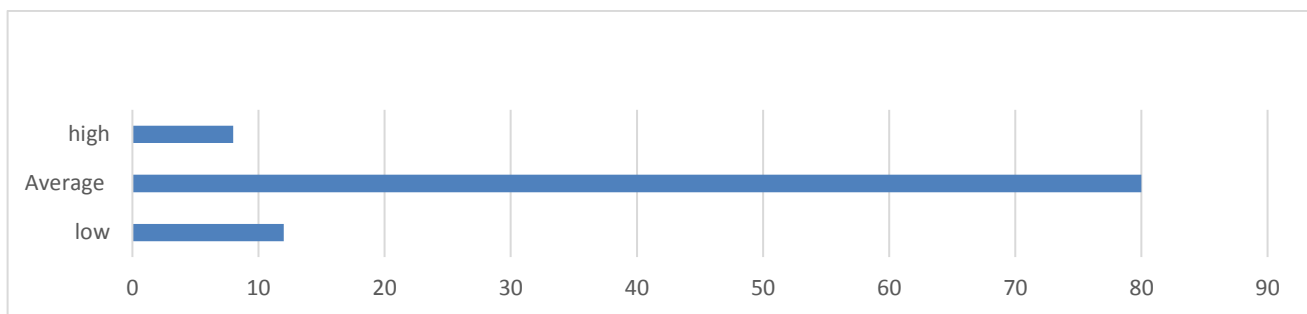


FIGURE 8. Risk perception for Iranian consumers

In the survey, Iranian respondents were asked about the most important factor for risk reduction and they consider the privacy of personal data as the most important factor. Free return of goods when they are not satisfied with was the second important factor. Consumers' comments and communicating with sellers' support were ranked as the last ones.

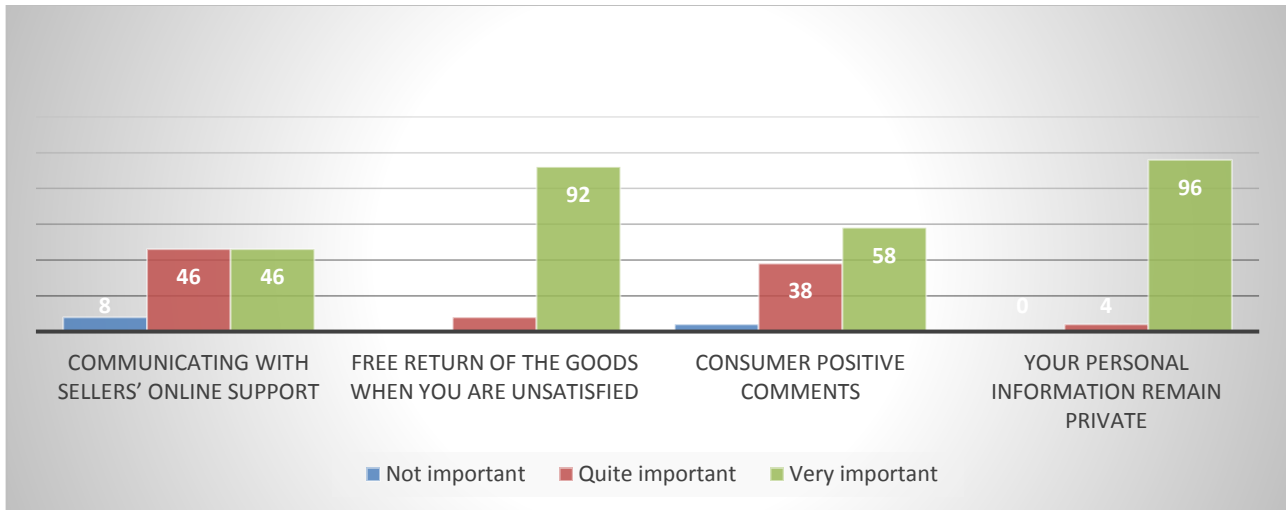


FIGURE 9. The importance of factors in reducing risk

4.4 Convenience

All respondents found it convenient to shop online in comparison with shopping in physical stores. 68% of respondents consider it convenient and the rest (32%) consider it very convenient.

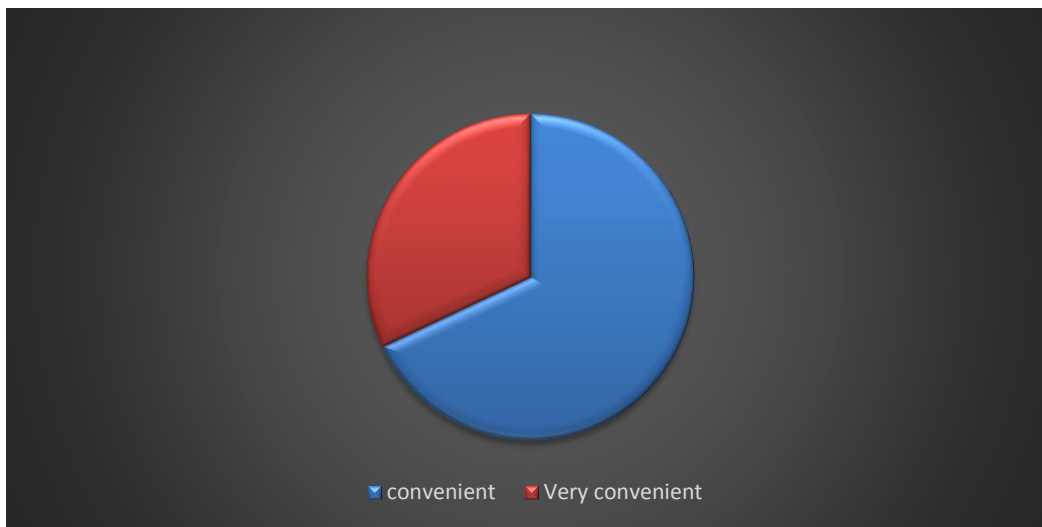


FIGURE 10. Convenience percentage

The detailed information about the products has the most influence on convenience of online shopping. Then saving time and fast delivery are the most important factors. Free shipping is the last one in ranking these factors.

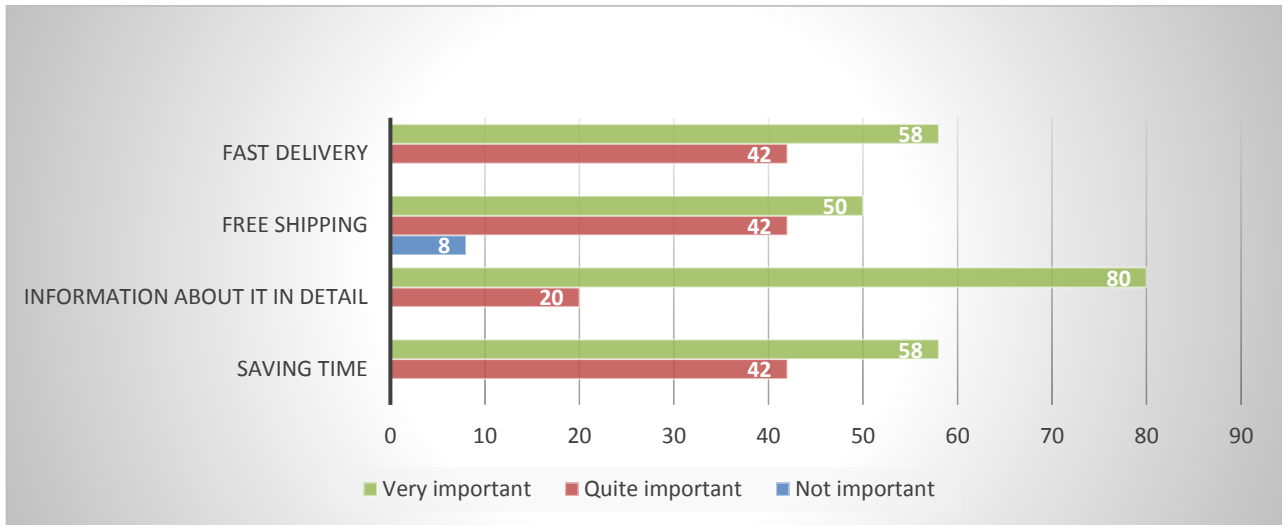


FIGURE 11. Factors of convenience

4.5 Price

Almost all the respondents reported that it is very important to save money when they do online shopping. They compare the prices of the products or services in different websites sometimes or always equally.

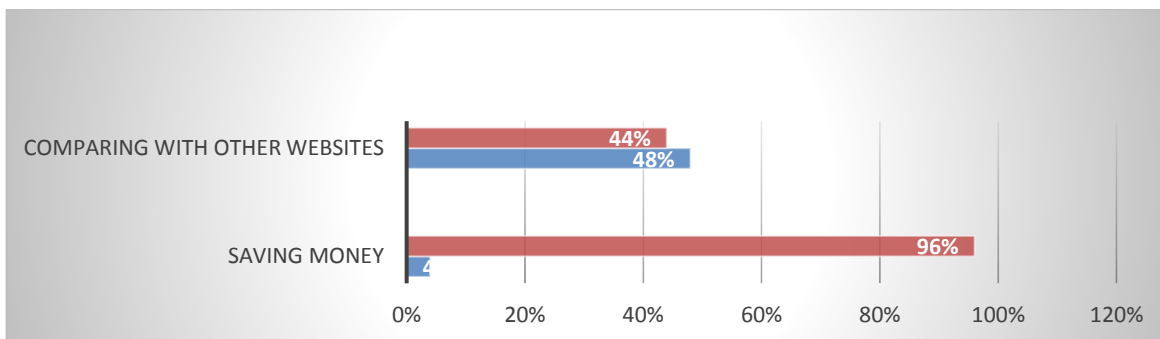


FIGURE 12. Price factors

According to the survey most of the respondents shop online several times a year and 20% several times a month. 76% do their purchase through cellphone. But when it comes to purchasing from international websites just half of the respondents have experienced it and it can be because of lack of access to payment card outside of Iran.

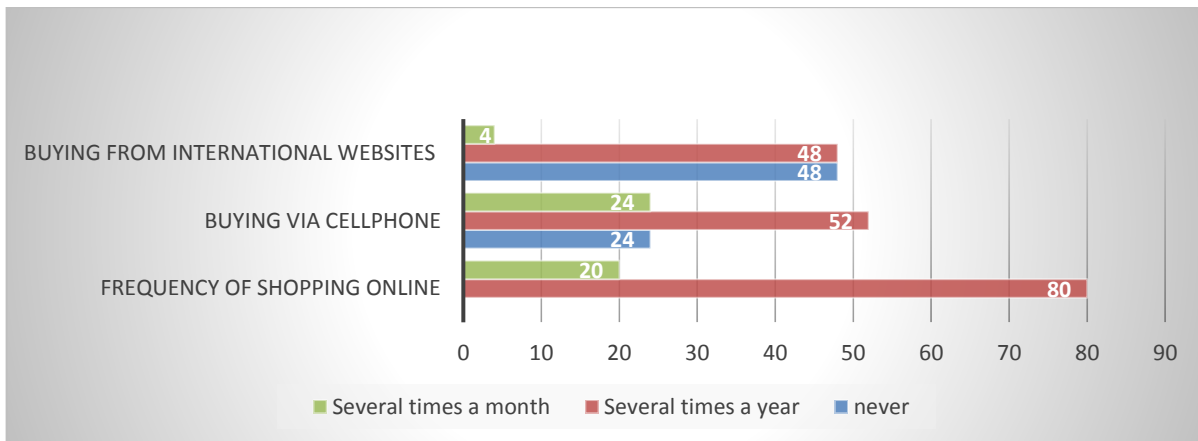


FIGURE 13. Frequency of shopping

Most of the respondents purchase clothes several times a year and the second item that they purchase more than the other items is ticket for traveling. Furniture, video games, book and make up are the next ones in ranking the frequency of purchasing them online.

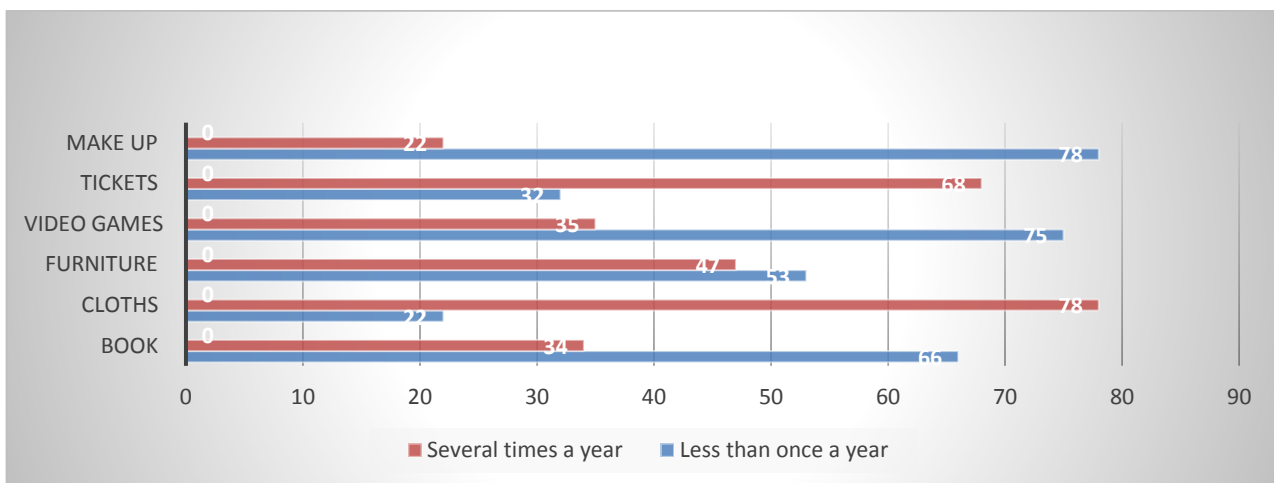


FIGURE 14. Frequency of online shopping of items

5 ANALYSES

Demographics

According to the survey the higher amount of income can lead to higher amount of spending money for online shopping. The higher income belongs to men while in the average level of income both men and women earn quite equally. But this doesn't effect on their purchase decision and both spend same amount of money for online shopping based on their needs. The number of women and men respondent are similar in the survey.

In this paper, most respondents were young people in ages between 25-45 and we can see most respondents in the ages between 25-35 earn more money. It affects directly their online shopping because they spend more than EUR 50 for online shopping. This amount is not a lot in comparison with their income and the reason is that they purchase online just some items and for essential shopping go to market. The reason that young people are the majority of online consumers is because of technology acceptance among them. They are social media users that help them to accept new technology fast and adopt themselves to that.

Social media and external effects

When studying the external factors, we found that friends, social media and family have influenced very much on the online shopping decision of the respondents. The respondents who use social media every day have a higher amount of expenditure in online shopping (Above EUR 50.)

Internet experience

Most respondents have a good experience in online shopping. 52% of them with a very good experience spend more money for online shopping and even most of the respondents with average good experience spend more than EUR 50.

Trust

Most of the respondents with good experience believe online shopping has an average risk in comparison with physical shopping. Risk reduction factors like privacy of personal information is expected to be considered by online sellers. Another factor is the free return of the goods that consumers are not satisfied with. Considering these factors and finding a solution for them can increase the respondents' expenditures.

Convenience

The convenience of online shopping in comparison with shopping in the market is confirmed by all the respondents. The convenience of online shopping can be gained by detailed data about the products and it is very important that the advertisement contains the real features of the goods. Saving time and fast delivery equally influence on convenience factor.

Price

Cheap or reasonable price is important for online consumers and Iranian respondents compare the goods in different websites. But some respondents answered that they sometimes make this comparison and it may be because of the lack of well-developed websites and using the most famous ones that they are their loyal customers. According to the survey most respondents shop online several times a year. 76% of consumers use their mobile phone to purchase online.

Purchasing from international websites is done by half of the respondents and others prefer online shopping from Iranian websites. The items purchased online more among Iranians are clothes. Iranians buy also tickets for traveling from websites. They buy these items several times a year. Furniture is also among their online shopping list. Video games, book and make up ranked the least wanted items to be bought from websites.

6 CONCLUSIONS

According to the survey the major findings can be summarized here. The higher income leads to the higher amount of the expenditure for online shopping. Young people spend more on online shopping because of higher technology acceptance among them. Friends, social media and family are important factors in increasing online shopping among Iranians. Using social media every day lead to a higher amount of expenditure in online shopping.

Iranian people have a good experience in online shopping but they believe that online shopping has an average risk in comparison with shopping in physical stores. Iranian consumers consider online shopping very convenient compared to offline stores. Most consumers use their mobile phone to purchase online. Clothes and Tickets are items that Iranians buy from websites several times a year.

The samples in this survey are very small to be representative of all Iranians. The results however explain Iranian consumers behavior in online shopping.

Future research

Online shopping is a growing area in Iran, although there are many Iranians who didn't experience it yet. Future research can be about comparing differences and advantages of online shopping compared to physical market. The new research needed to be done even between those who don't purchase online. In this way, the barriers for online shopping can be found and the risks may be discovered.

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QUESTIONNAIRE

تحقیق درباره مشتریان آنلاین ایرانی

اطلاعات آماری

1- جنسیت شما چیست؟

مرد

زن

2- چند ساله هستید؟

3- شغل شما چیست؟

دانش آموز استخدامی مرخصی استعلاجی بازنشسته بیکار

4- درآمد شما پس از کسر مالیات چقدر است؟

5- تجربه قبلی شما از خرید آنلاین چیست؟

خیلی بد بد نسبتا بد نه بد نه خوب نسبتا خوب خوب بسیار خوب

6- موارد زیر چه تاثیری روی خرید آنلاین شما خواهند داشت؟

	تاثیری ندارد	تاثیر کمی دارد	تاثیر متوسطی دارد	تاثیر زیادی دارد	تاثیر بسیار زیادی دارد
خانواده					
دوستان					
وبلاگ					
اخبار/ روزنامه					
نظرات در رسانه های اجتماعی					

رسانه های اجتماعی

7- چقدر از رسانه های جمعی استفاده می کنید؟

هرگز چند بار در سال یک بار در ماه چند بار در ماه چند بار در هفته هر روز

8- هنگام خرید آنلاین چه مقدار از اطلاعات رسانه های اجتماعی استفاده می کنید؟

هرگز گاهی اوقات همیشه

9- چگونه درباره محصولات که به صورت آنلاین خرید می کنید نظر می دهید؟

هرگز گاهی اوقات همیشه

خطرات و امنیت در خرید آنلاین

- 10- فکر می کنید خرید آنلاین چقدر خطرناک است؟
بدون خطر نسبتاً خطرناک بسیار خطرناک
- 11- فکر می کنید آیا لازم است در خرید آنلاین با پشتیبانی فروشندگان آنلاین ارتباط برقرار کنید؟
مهم نیست نسبتاً مهم است بسیار مهم است
- 12- فکر می کنید آیا مهم است وقتی از خرید آنلاین خود خشنود نیستید بتوانید محصولات خود را برگردانید؟
مهم نیست نسبتاً مهم است بسیار مهم است
- 13- هنگام خرید آنلاین نظرات مثبت مشتریان چقدر مهم است؟
مهم نیست نسبتاً مهم است بسیار مهم است
- 14- هنگام خرید آنلاین چقدر مهم است که اطلاعات شخصی شما محفوظ و خصوصی بماند؟
مهم نیست نسبتاً مهم است بسیار مهم است

راحتی در خرید آنلاین

- 15- آیا فکر می کنید خرید آنلاین از خرید حضوری سختتر یا آسانتر است؟
بسیار سخت راحت بسیار راحتتر
- 16- فکر می کنید خرید آنلاین باعث صرفه جویی بیشتر یا کمتر در وقت می شود؟
زمان زیادی صرف ان می شود کمی زمان می برد باعث صرفه جویی در وقت می شود
- 17- جزئیات محصول در خرید آنلاین چقدر مهم است؟
غیر ضروری نسبتاً مهم بسیار مهم
- 18- چقدر برای شما مهم است که محصولی که آنلاین می خرید برای شما رایگان ارسال شود؟
مهم نیست نسبتاً مهم است بسیار مهم است
- 19- چقدر برای شما مهم است که محصولی که آنلاین می خرید برای شما سریع ارسال شود؟
مهم نیست نسبتاً مهم است بسیار مهم است

قیمت

- 20- هنگام خرید آنلاین چقدر برای شما مهم است که صرفه جویی کنید؟
مهم نیست نسبتاً مهم است بسیار مهم است
- 21- هنگام خرید آنلاین چگونه قیمتها را با وبسایتهای دیگر مقایسه می کنید یا مقایسه قیمت می کنید؟
هرگز گاهی اوقات همیشه
- 22- چگونه محصولات زیر را آنلاین می خرید؟

چند بار در هفته	چند بار در ماه	یکبار در ماه	چند بار در سال	یکبار در سال	هرگز	
						کتاب
						لباس
						کفش
						لوازم خانه
						بازی تلویزیونی/کامپیوتری
						لوازم آرایش
						محصولات کودکان بلیط/ سفر

23- هر ماه چه مقدار آنلاین خرید می کنید؟

بیش از 600 300-600 150-300 0-150

24- خرید آنلاین برای من راحتتر است.

موافق نیستم تا حدودی بسیار موافقم

25- خرید آنلاین پیچیده است.

موافق نیستم تا حدودی بسیار موافقم

26- چه مقدار آنلاین خرید می کنید؟

هرگز یکبار در سال چند بار در سال یکبار در ماه چند بار در ماه چند بار در هفته

27- آیا تاکنون از طریق موبایل خود خرید کرده اید؟

هرگز یکبار در سال چند بار در سال یکبار در ماه چند بار در ماه چند بار در هفته

28- چه مقدار از وبسایت‌های بین المللی مثل آمازون یا علی بابا خرید می کنید؟

هرگز یکبار در سال چند بار در سال یکبار در ماه چند بار در ماه چند بار در هفته

Questionnaire in English

1. What is your sexuality?

Man Woman

2. How old are you?

3. What is your job?

Student employed retired unemployed

4. How much is your income after tax?

5. How is your previous experience from online shopping?

Very bad bad Neither bad not good good very good

6. How the bellowing factors affect on your online shopping?

	No impact	Less impact	Average impact	Great impact	Very great impact
family					
friends					
blogs					
news					
Comment on social media					

7. How often do you use social media?

Never several times a year several times a month several times a week every day

8. How often do you get information from social media when you shop online?

Never sometimes always

9. How often do you comment on products?

Never sometimes always

10. How risky do you think it is to shop online?

Without risk quite risky very risky

11. Is communicating with sellers' online support important?

Not important quite important very important

12. How important it is to return the goods when you are not happy with that?

Not important quite important very important

13. How important is consumer positive comments?

Not important quite important very important

14. How important is it that your personal information remain private?

Not important quite important very important

15. How comfortable it is to buy online than to buy physical?

Very inconvenient convenient very convenient

16. How much takes time to shop online?

Takes a lot of time takes some time saves time

17. How important is the details of the products?

Not important quite important very important

18. How important is the free shipping of the purchased products?

Not important quite important very important

19. How important is the quick delivery of the products?

Not important quite important very important

20. Is it important to save money in online shopping?

Not important quite important very important

21. How often do you compare the price in online shopping with other online shopping sites?

Never sometimes always

22. How often do you buy these items online?

	Less than once a year	Several times a year	More than several times a year
Book			
Cloths			
Furniture			
video games			
Tickets			
Make up			

23. How much do you shop per month?

0-50 € 50-100 € 100-150 € above 150 €

24. It's easier for me to shop online?

Disagree agree somehow agree

25. Online shopping is complicated?

Disagree agree somehow agree

26. How often do you buy things online?

Never several times a year several times a month several times a week everyday

27. Have you purchased through your cell phone?

Never several times a year several times a month several times a week everyday

28. How often do you buy from international websites like Alibaba, Amazon?

Never several times a year several times a month several times a week everyday