

The Survey of Effective Factors on Using E-Commerce from the Perspective of Buyers Cultural Products in Iran

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ABSTRACT

The main objectives of this study the factors affecting the implementation of e-commerce buyers view cultural products in Iran. The purpose of this research and applied research methods of the research is descriptive. The study population included All purchasers of products in Iran is that the Internet has done at least once a purchase. For the first 35 samples were tested before And then placed in the formula for standard deviation of the sample garments infinite sample size is estimated at 385 people. Collecting data for this study, researchers used self-made questionnaire. Data collected using spss software in both descriptive and inferential statistics were analyzed. The results of the test, Pearson correlation and multiple regression analysis with enter method indicate that Significant relationship between the factors affecting the use of e-commerce there.

Keywords: e-commerce, internet use, the benefits of cognitive, perceptual barriers, computer networks.

INTRODUCTION

The term e-commerce in 1996, about three years after the arrival of the Internet business was archaic. EC is a process of managing and leading businesses in electronic form and the key elements that are traded on the electronic exchange of goods, services and information via computer networks including the Internet. EC trade among all the processes that are to be included . The EC is a general concept that Range of technologies that increase the effectiveness of trading relationships are used to characterize. Kalakvta and Winston, e-commerce can be defined from four aspects:

1 - Communication aspects: EC supplier information, products, services or payments via telephone lines, computer networks and other electronic devices is.

2 - The business process: EC is the application of technology to optimize business transactions and work flow

3 - the service: EC is a tool that companies want consumers to manage Eliminate the costs of services, together with accelerated delivery of quality goods and services indicated.

1 - The line: EC space for buying and selling information products on the Internet and other online services provide.(heydarigarehblagh and et al,2010)

Simply buying and selling via the Internet is called electronic commerce. The first option that comes to mind is to buy from retailers like Amazon. But e-commerce more than that. This exchange of experts between the organization and know that a third party is done through electronic media. The definition of non-financial transactions such as customer demand for more information can be part of e-commerce.(fathi&azizi,2008) The OECD has defined e-business: EC is the electronic exchange Purchase or sale of goods and services between companies, individuals, governments and other public and private sectors, including direct and via computer networks (OECD,2002). Chaffy e-commerce and shopping on the Internet knows (Chaffy, 2002). The e-commerce technology, and operational at the time of processing trade in the network and automatically using the information carried (Hiratsu, 2000). Along with the expansion of global commerce, monetary and financial institutions to support and facilitate electronic commerce in the spreadsheets have turned to the use of ICT. Over the last few decades as a result of electronic payment systems are gradually being replaced with traditional payment systems. The banks are also moving toward electronic banking and new financial services E-commerce will play an important role in increasing volume. In today's world of electronic banking as an inseparable part of electronic commerce is discussed. The electronic banking is that banks are free from the shackles of time and place and boarding services available to their customers. Indeed with the growing volume of e-commerce transactions in the world and the need to conduct business and business banking to transfer funds, E-banking e-commerce is essential (hasanzadeh&elahi, 2009). Particular interest to those involved in e-commerce today is the country's economic and even small enterprises and companies have realized the importance of this issue it is essential that further research be

undertaken until the results of this research can be used in various industries. The main objective of this study was to evaluate factors influencing the use of e-commerce between buyers and cultural products in Iran.

Research Problem

One of the opportunities created for facilitating trade and increased competition in the world, using modern information technology and communications. E-commerce as a major product born of this new technology can be a good opportunity for countries to provide domestic and international transactions. Today, with increasing development and growth of modern communication tools and technologies and replacement of many traditional trade sector is also moving from a traditional business into the new commerce (e) is started. Facts and figures, the volume of e-commerce, and 25-20 percent share of total international trade and its aftermath annual growth rate of about 54 percent, evidence of the claim is proved. Meanwhile, more countries have been able to take advantage of this opportunity to the greatest to create and promote new technologies and believes that the principle of competition in the markets are vital for E-commerce, geographical barriers and the difference is night and day from the and improved communication and economic openness in national and international level will be. E-commerce business through the changes and thus makes the traditional markets are newer.(hashemi,2011) Hazards and risks of e-commerce means that Risk of disclosure by companies using e-commerce customers, companies are raised. Company that is very key and important safety information should be considered and it is believed that the The use of e-commerce security is weak, less likely to use e-commerce will be. In other words, if you know the health level of the exchange on the Internet Using the EC will not eat much. (Hajkarimi & azizi, 2009) The main problems of this study the factors affecting the use of e-commerce buyers of products in Iran.

The necessity and importance of research

Today, e-commerce as one of the manifestations is the actual use of ICT.Consideration of the benefits of e-commerce so that all stakeholders are some companies have chosen e-business strategy, its competitive strategy. Currently, more than 80 percent of B2B e-commerce transactions worldwide. And other important success factors for doing business transactions, the ability to communicate electronically with trading partners is effective.(behkamal & et al,2010) Recent advances in information technology, particularly the Internet, traditional economy to a knowledge-based economy into a network and has Increasingly important role in the trade of electro goodness reshaping supplier relationships Hits donkey can play, Core business processes and thereby improve access to and be open to new markets. (Ho et al, 2003) In addition, administrative and operational cost will reduces (yiu et al, 2007) The contents should be clear that e-commerce is a necessary Should be more attention to this issue The main objective of this study was to evaluate factors influencing the use of electronic commerce from the perspective of buyers of products from Iran.

The research objectives

The main objectives of this study the factors affecting the implementation of e-commerce buyers view cultural products in Iran. And secondary objectives of this research are:

- 1 - Assessment of the relationship between perceptual barriers to Internet use and e-commerce
- 2 - Assess the relationship between perceptual advantages of using the Internet and e-commerce
- 3 - Assessment of the relationship between Internet use and e-commerce
- 4 - Assessment of the relationship between the use of e-commerce and e-commerce

Conceptual model of research

The opinion expressed within the entire study is based on. This network is a logical framework, descriptive and trained, including the relationships among the variables in the process such as interview, observation, and background of research are identified. Theoretical framework to clarify the relationships among variable these relationships are the foundations of the theory that the direction of this relationship to characterize the nature envisioned Venice. As the theoretical framework forms the basis of history, Well as a theoretical framework in place reasonable basis for formulating testable hypotheses provides.(shadidizaji,2012) Haj Karimi and azizi factors in the research, the benefits and risks of e-commerce, organizational readiness, capacity of innovation and market dynamics in the effective application of e-commerce know. Gunasekaran and Ngai(2005) In the study of perceptual barriers of the Internet, Internet use, cognitive benefits of the Internet and e-commerce application in the application and effective use of e-commerce know.

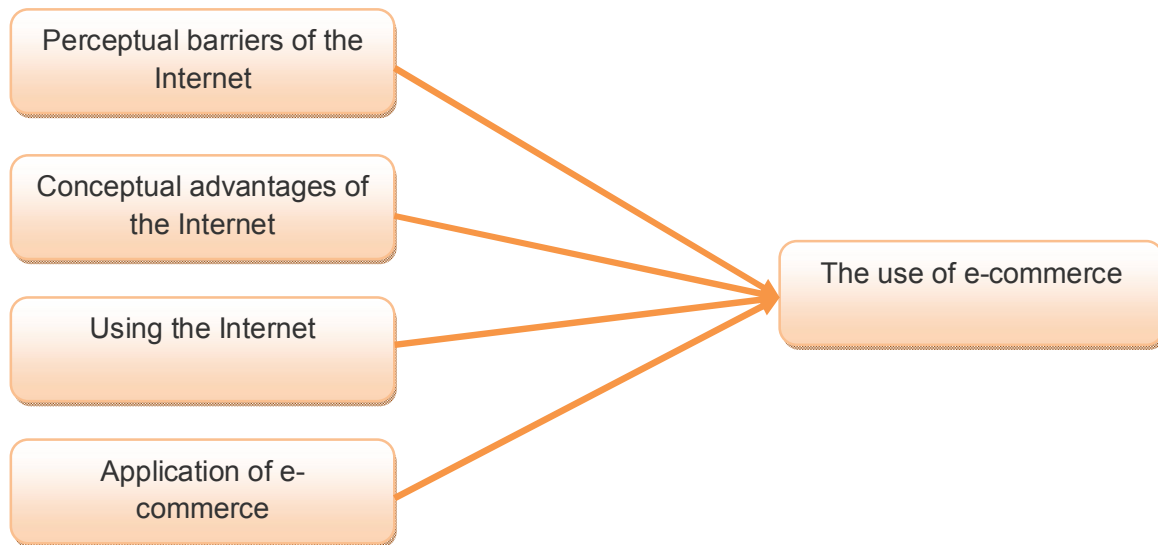


Figure (1) Conceptual Model of research

Hypotheses

The conceptual model can be investigated under the assumptions made are:

- 1 - Between conceptual barriers and the Internet and use e-commerce by buyers of products, there is a significant relationship.
- 2 - Between The conceptual advantages of using the Internet and electronic commerce by consumers of cultural products, there is a significant relationship.
- 3- Between Use of the Internet and use e-commerce by buyers of products, there is a significant relationship.
- 4 – Between The use of e-commerce and e-commerce use by buyers of products in Rasht city, there is a significant relationship.

MATERIALS AND METHODS

The purpose of this research and applied research methods, descriptive study / analysis of the survey . In addition to describing the present situation to test hypotheses based on the predicted relationship based on looks and inferential statistical methods to determine the influence of variables from the regression. In addition to these results it can be expected to improve the performance of websites and promote electronic commerce by enterprises and organizations of the type of application is used. Collecting data for this study, the researcher made questionnaire is used Thus the first 35 questionnaires were distributed and then collected after calculating Cronbach (0/ 992) and ensure high reliability of the questionnaires were distributed among the members. The study population included all individuals who have made online purchases at least once. The population of this study is unlimited. Therefore the 35 questionnaires distributed among community members and were tested before and after calculating the mean and standard deviation And insertion into the formula for determining sample size of 385 cases of infinite number of samples, respectively. To ensure the return rate, 420 questionnaires were distributed and the same amounts of 385 questionnaires were analyzed. The sample size calculation formulas are shown below.

$$n = \frac{(Z_{\alpha/2})^2 * (\delta)^2}{(e)^2} = \frac{(1.96)^2 * (.5105)^2}{(.05)^2} = 384.928 \approx 385$$

Table (1) Cronbach's alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.992	23

Case Processing Summary			
		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

As Table 1 shows Cronbach's alpha value equal to 0/992, this indicates high reliability of the questionnaire.

Hypothesis testing

To test this hypothesis, spss software is used in both descriptive and inferential statistics. The descriptive statistical data using mean, standard deviation, variance, maximum and minimum And inferential statistics in the data using the Pearson correlation test and multiple regression methods of enter were analyzed.

Table 2 Results of descriptive statistics

Descriptive Statistics								
	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Perceptual barriers of the Internet	385	4.00	20.00	12.1377	4.71636	22.244	-.092	.124
Conceptual advantages of the Internet	385	4.00	20.00	13.1974	4.40850	19.435	-.312	.124
Using the Internet	385	6.00	20.00	14.6987	3.94594	15.570	-.683	.124
Application of e-commerce	385	5.00	25.00	16.4987	5.00995	25.100	-.318	.124
Valid N (listwise)	385							

According to Table (2) The maximum value of the variables used for e-commerce, internet use, the benefits of the Internet perceptual and conceptual barriers to the Internet, respectively (25), (20), (20), (20) are And the lowest value, respectively (5), (6), (4), (4) is obtained and the mean for these variables, respectively (16/4987) (14/6987), (3/1974) and (12/7713) is The average is higher than expected and that this represents Each of the importance of e-commerce applications, Internet use, the benefits of the Internet perceptual and conceptual barriers to the use of Internet e-commerce.

Table (3) Results of Pearson Correlation Coefficient

Correlations						
		Perceptual barriers of the Internet	Using the Internet	Conceptual advantages of the Internet	Application of e-commerce	The use of e-commerce
Perceptual barriers of the Internet	Pearson Correlation	1	.964**	.980**	.910**	.983**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	385	385	385	385	385
Using the Internet	Pearson Correlation	.964**	1	.967**	.895**	.935**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	385	385	385	385	385
Conceptual advantages of the Internet	Pearson Correlation	.980**	.967**	1	.937**	.968**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	385	385	385	385	385
Application of e-commerce	Pearson Correlation	.910**	.895**	.937**	1	.896**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	385	385	385	385	385
The use of e-commerce	Pearson Correlation	.983**	.935**	.968**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	385	385	385	385	385

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows the results of the Pearson correlation test that shows the relationship of each independent variable is the dependent variable. The correlation coefficient for the variable perceptual barriers against is 0/983 and the value of the sig is 0/000 that Alpha is smaller than desired, as in the Table (3) you can see Perceptual barriers in alpha level ranged from 0/01 is significant So we can say with 99 percent confidence perceptual barriers between the Internet and use e-commerce buyers of products in Iran, there is a significant relationship. The correlation coefficient for the variable use of the Internet is 0/935 and Amount equal to the sig 0/000, which is smaller than the desired alpha so we can say with 99% confidence interval between the Internets and use e-

commerce, there is a significant relationship. Changing perception of the benefits of the Internet itself is a significant relationship with the dependent variable, the use of e-commerce, the correlation coefficient obtained for the variable equal to 0/968 and the sig is lower than the desired alpha. So we can say with 99% confidence interval between the perceptual advantages of using the Internet and e-commerce, there is a significant relationship. EC is in turn dependent variable; the use of e-commerce is a significant relationship. As you can see the correlation coefficients for the variables listed is 0/896 and the sig is also lower than the desired alpha. And as you can see the alpha level 0/01 is significant so we can say with 99% confidence that the application of e-commerce and e-commerce buyers of products in Iran, there is a significant relationship. Coefficient of determination obtained for the variables used for e-commerce, internet use, the benefits of the Internet perceptual and conceptual barriers to the Internet, respectively is (0/802), (0/874), (0/937) and (0/966) Thus a 1% change in each of the variables of e-commerce, internet use, the benefits of the perception of the Internet and blocks the perception of the Internet, respectively (80/2), (87/4), (93/7) and (96/6) percent of the dependent variable can be used to predict e-commerce.

Table 4 Results of multivariate regression

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.986 ^a	.971	.971	.56907	1.815	
a. Predictors: (Constant), Perceptual barriers of the Internet, Using the Internet, Conceptual advantages of the Internet , Application of e-commerce						
b. Dependent Variable: The use of e-commerce						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.266	.170		1.562	.119
	Perceptual barriers of the Internet	.707	.035	.995	19.911	.000
	Using the Internet	-.219	.031	-.258	-7.006	.000
	Application of e-commerce	-.036	.035	-.054	-1.046	.001
	Conceptual advantages of the Internet	.225	.040	.296	5.618	.000
a. Dependent Variable: The use of e-commerce						

Results of multivariate regression with the Enter method in Table 4 are shown. The results of this test indicate that the variables Perceptual barriers of the Internet, using Internet, e-commerce applications on the dependent variable and the cognitive benefits of e-commerce affect. Sig. and also obtained in this test than the desired alpha (0/05) are So we can say with 95 percent confidence interval, all hypotheses are accepted. Table 4 shows the results of the test, Durbin-Watson. Durbin-Watson test obtained for the model is 1/815. If the statistics Durbin-Watson between is 1/5 to 2/5, assuming H_0 can not be denied; Is the lack of correlation between model errors are acceptable. So in this case, the lack of correlation between the errors of the model is confirmed.

Conclusion and Suggestions

Today, e-commerce as one of the manifestations is the actual use of ICT. Consideration of the benefits of e-commerce so that all stakeholders are some companies have chosen e-business strategy, its competitive strategy. In this study we tried to use each of the factors affecting e-commerce from Perspective buyers of Iranian cultural products must be examined. The studies determined that the variables Perceptual barriers of the Internet, Internet use, cognitive benefits of the Internet, e-commerce application and use of e-commerce, there is a significant relationship. However, it is clear that the government should be tight security for the safety of shopping online for users to do and Technical measures should be done to users' skills in using the Internet to the maximum possible Rise to the perception of these barriers through the Internet can be reduced to a minimum. Should be making to society and culture more toward Internet use on most purchases and works to bring the Internet to do so The community will benefit from the advantages of online shopping and this way we can Many problems of modern society, including urban traffic, environmental pollution caused by smoke machines etc would solve. Internet shops should not only provide product information and services to the public but must appropriate image for the company or shop to make the Internet more to encourage customers to buy. Stores must provide products that are of sufficient quality and what have been the sites is presented in accordance with the product. In this way customers can trust to

Internet shopping more, and they can buy with confidence. State space of healthy competition to bring the Internet to shop they do their work in a competitive and healthy environment Day to day quality of products and services to improve and attract more customers. And the results of the Pearson correlation coefficient indicated that the claim is approved. And the coefficient of determination showed that 1% change in each of the variables Application of e-commerce, internet use, cognitive benefits of the Internet and the perception of barriers to the Internet (80 / 2), (87/ 4), (93/ 7) and (96/ 6) percent of the dependent variable can be used to trade e to predict. This reflects the high regard and the most important is each of these factors. Is determined with a 1% improvement in each of the variables in the application of e-commerce, internet use, the benefits of the perception of the Internet and blocks the perception of the Internet, respectively (80/2), (87/4), (93/7) and (96/6) of variable can improve the use of e-commerce. The results of descriptive statistics indicate Importance of each of the above mentioned factors in predicting use of e-commerce is changing The average obtained from each of the variables is greater than the expected average. And results of research results Aziz and HajKarimi (2009) and Gunasekaran and Ngai (2005) is consistent. The results of the study made the following recommendations which include:

- Officials of website quality should improve products and services offered via the Internet.
- Security of the trade as possible to increase the personal accounts of customers who do not have access.
- The costs of using the Internet to buyers as possible to keep down the costs incurred are not adverse.
- Enhance technical skills of Internet users in adopting reasonable measures

RESOURCES

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