Investigating the Relationship between Quality of Website Designing and Quality of Its Services on the Process of Online Consumer Purchasing Decision by the Seroquel Model

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ABSTRACT

In spite of advancing use of internet in Iran, electronic trade and electronic buying and selling is propagated less in our country. In Iran, users and customers do not pay attention a lot to buying products and electronic services from institutes and organizations that provide facilities. From the view that one of the cause of low level of electronic trade is the websites inefficiency in having effective and easy relation with users and the quality of services is effective in having relation with users, so the researcher tries to investigate the relationship between quality of website designing and quality of its services on the process of online customer purchasing decision. The statistic society of this research is such people that have experience of internet buying during previous 10 years. Sample volume is 800 persons and is viewed by simple random method. The method is descriptive research and its kind is correlation. We will use questionnaire for collecting information from customers. In total, 3 kinds of questionnaires will be used, such as: quality of website designing, quality of website services and the process of online buying decision in research. In this research, the two variables that are quality of website designing and services quality almost cover ％57 of the variable online decision to buy. It means that we can say between two independent variables, quality of website services have the most relationship with the variable online decision to buy. In this research, it is characterized that there is relationship between quality of website designing and quality of website services and the process of customer online decision to buy.
KEY WORDS: quality of website designing, quality of website services, process of online decision to buy, Seroquel model.

INTRODUCTION

Most of researches show that successful organizations have websites for their trade activities and always the quality of services which is presented by site, has an effect on the process of consumer's online decision. But the large groups of private organizations and corporations do not have any information about how to be successful and cannot have an online positive effect on buying behavior of decision makers (philipin and et.al, 2004).

The definition of being successful is different for each website and depends on its goals. So corporations and firms primarily must distinguish their goals for its creation (Katler,2000).

In transaction websites that are occupied with trade activities, success is defined with number of buying's from them (Rezaeian, 2006).

Most of the problems are referred to services of electronic websites. The researches have paid attention to the importance of website services and their effects on the behavior of customer online buying. Among the electronic websites, customers pay much attention to the services (Khakee, 2003).

The quality of designing website means technologic dimensions of websites that contain guidance, the exterior shape of website and the convenience of connections (Shakerin, 2006).

The quality of services is referred to aspects such as: delivery on time, suitable response to customer wanting and after sale services (Olfat, 2011).

Traditionally, researches of consumer problems conclude that behavior of buying a commodity or service happen after shaping beliefs and theory. (Karimi, 2000) .More positive the theory, the more is the possibility of happening buying behavior in future. (Kebriaee, 2003).

One of the methods of creation positive theory in customers that positive feeling can be shaped withis repeated encountering with a motive.(Lavlak,2006).In same and usual situation, the eagerness of one person increases because of viewing something many times (Mooven ,2002).

The main problem in this research is that, in spite of advancing use of internet in Iran, electronic trade and electronic buying and selling is propagated less in our country. In Iran, users and customers do not pay attention
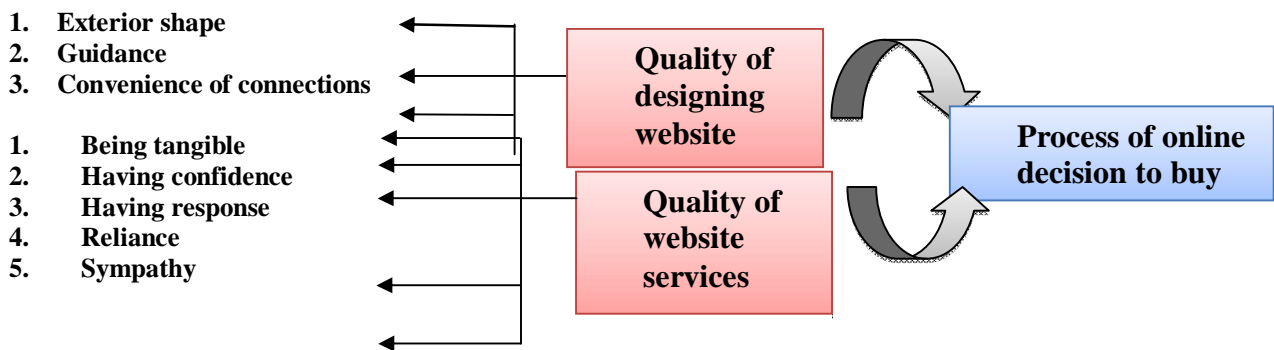
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a lot to buying products and electronic services from institutes and organizations that provide facilities. From the view that one of the cause of low level of electronic trade is the websites inefficiency in having effective and easy relation with users and the quality of services is effective in having connection with users, so the researcher tries to investigate the relationship between quality of website designing and quality of its services on the process of online customer purchasing decision.

Revision of related researches and conceptual frame of research

Saied nia, Hamid and et.al, 2007 did a research which is named "patterns of customer behavior in internet buying". In this research, it is said that the consumer cannot attach or feel the commodity before buying, so the acceptance of internet buying and doing it, depend on consumer connections and how to transact people with computer. Their research result shows that for selling commodities with internet, we can face customers with internet buying event repeatedly by doing TV advertising or mouth to mouth advertising. Another way for attracting customer confidence is using public connection in order to promoting method of internet buying and presenting news about it in public thought and media. Manage Highlight Nasab and Nazanin Fakhr Fatemi, 2010 did a research that is named "Investigation and recognition of effective factors on the quality of scientific and varsity information websites from the view of supplementary education students of information technology management from state universities in Tehran". Research finding, showed the preference of scientific information websites than varsity websites. Quality of information is the most important factor in preferences of scientific information websites and quality of services causes varsity websites to be preferred.

Analytic Model of research

1. **Exterior shape**
2. **Guidance**
3. **Convenience of connections**

1. **Being tangible**
2. **Having confidence**
3. **Having response**
4. **Reliance**
5. **Sympathy**

Quality of designing website

Quality of website services

Process of online decision to buy

First main assumption
There is relationship between quality of designing website and quality of website services and process of customer online buy decision.
Second main assumption
There is relationship between quality of designing website and quality of website services.
First secondary assumption :There is relationship between exterior shape and quality of services.
Second secondary assumption : There is relationship between guidance and quality of services.
Third secondary assumption: There is relationship between convenience of connections and quality of services.
Third main assumption
There is relationship between quality of designing website and process of customer online decision to buy.
Fourth secondary assumption: There is relationship between exterior shape and process of online decision to buy
Fifth secondary assumption: There is relationship between guidance and process of online decision to buy.
Sixth secondary assumption: There is relationship between convenience of connections and process of online decision to buy.
Fourth main assumption
There is relationship between quality of website services and the process of customer online decision to buy.
Seventh secondary assumption: There is relationship between tangibles and process of online decision to buy.
Eighth secondary assumption: There is relationship between confidence and process of online decision to buy.
Nineth secondary assumption: There is relationship between having response and process of online decision to buy.
Tenth secondary assumption: There is relationship between reliance and process of online decision to buy.
Eleventh secondary assumption: There is relationship between sympathy and process of online decision to buy.

RESEARCH METHOD

From the view that this presented research tries to investigate the relationship between the variables quality of designing website and quality of its services and process of customer online decision to buy, so this research is descriptive research, and its kind is correlation. Because the descriptive research includes total methods that their goal is description of situations or investigated events. (Saeedi, 2003). Performing descriptive research can be just for more recognition of present situations or helping process of making decision (Ahmadi, 2002).

The statistic society of this research is such people who have experience of internet buying for 10 previous years. The volume of sample is 700-1000 person. So we can say that each person that uses internet media can be in this research statistic society. (Hayen, 2004).

The way of taking sample is simple random in this research. Sample volume is 800 samples according to the professor's guidance and more confidence from correct computation and statistical analyses and research amenities. (Parasuraman, 1988).

The necessary information for our research is collected by written questionnaire. In this research the necessary information will be collected by library and field survey methods. For collecting information from customers, we use questionnaire. In total we use three kinds of questionnairs in the research. First questionnaire is for evaluation of quality of website services according to Likert scale (fifth chooses) and includes fifth dimension of services quality. Second questionnaire is for evaluation of quality of designing website and third questionnaire is for process of online decision to buy from internet. We should say that questionnaires will be distributed after stationary verifying between statistic society.(Dennis,2009).

In this research, we use methods of descriptive statistics and also methods of analytic and deductive statistics. In the method of descriptive statistics, we use dispersal and central indexes for stating collective date's and we use tables of redundancy distribution statistic graphs for showing working result. Statistic tests that are used in the methods of analytic and deductive statistics for this research consist of variables normalized test and chart of variables dispersal, Kendal and Spearman and Regression correlation coefficient.

RESULTS

Assumption test

First main assumption: According to the table – 1

Designing website services and quality of website services can predict online decision to buy.

Table 1 - Design of web services and service quality

Correlation coefficient	R^2	F-Statistics	P-VALUE
0.754	0/568	524/017	0/000

According to the variance analysis table, P-Value is (0.000) and it is below the significance level (0.05), so the zero assumption that is based on non-significance of regression model is rejected. So we can say that the given model is suitable. Given R^2 shows that almost 57% of online decision to buy can be defined from quality of website services and quality of website designing.

Second main assumption

There is relationship between quality of designing website and quality of website services.

According to the table (2) and According to the given P-Value in two tests (0.000) below significance level (0.05), so we can reject zero assumption and we can claim that there is relationship between quality of designing website and quality of website services. This relationship is direct.

Table 2 - Survey of Relationship between quality of Web services and Services of Web design

Variable	Quality of Website Services					
	Kendal		Redundancy	Spearman		Kind of relation
Quality of designing website	Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
	0.500	0.000	800	0.558	0.000	direct

First secondary assumption: There is relationship between exterior shape and quality of services.

According to thetable (3) and According to the given P-VALUE in two tests (0.000, 0.000) that is below the significance level (0.05), so we can reject zero assumption and we can claim that there is significant relationship between exterior shape and quality of websites services.

Table 3 - Survey of Relationship between Appearance and quality of Web services

Quality of website services					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.389	0.000	800	0.439	0.000	direct

Second secondary assumption: There is relationship between guidance and quality of website services.

According to the table (4) and According to the given P-Value in two tests (0.000) and that is below the significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between guidance and quality of website services.

Table 4 - Survey of Relationship between Guiding and quality of Web services

Quality of website services					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.434	0.000	800	0.490	0.000	direct

Third secondary assumption: There is relationship between convenience of connections and quality of services.

According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significance relationship between convenience of connections and quality of services. So whatever goals and performances are better in website, also online decision to buy, increases.

Third main assumption:

There is relationship between quality of designing website and process of customer online decision to buy.

According to the table (5) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between quality of designing website and process of customer online decision to buy. In other meaning, whatever the quality of designing website is better, online decision to buy increases.

Table 5 - Survey of Relationship between Ease of communication and quality of Web services

Online decision to buy					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.538	0.000	800	0.591	0.000	Direct

Fourth secondary assumption: There is relationship between exterior shape and process of online decision to buy.

According to the table (6) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between exterior shape and process of online decision to buy.

Table 6 - Survey of Relationship between design quality and decide to buy online

Online decision to buy					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.382	0.000	800	0.429	0.000	Direct

Fifth secondary assumption: There is relationship between guidance and process of online decision to buy.

According to the table (7) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between guidance and process of online decision to buy.

Table 7 - Survey of Relationship between Appearance and decide to buy online

Online decision to buy					
Kendal		Redundancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.509	0.000	800	0.562	0.000	direct

Sixth secondary assumption: There is relationship between convenience of connections and process of online decision to buy

According to the table (8) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between convenience of connections and process of online decision to buy.

Table 8 - Survey of Relationship between decide to buy and Guiding

Online decision to buy					
Kendal		Redundancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.454	0.000	800	0.503	0.000	direct

Fourth main assumption: There is relationship between quality of website services and the process of customer online decision to buy

According to the table (9) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between quality of website services and the process of customer online decision to buy.

Table 9 - Survey of Relationship between communications and decide to buy online

Online decision to buy					
Kendal		Redundancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.631	0.000	800	0.682	0.000	direct

Seventh secondary assumption: There is relationship between tangibles and Process of online decision to buy.

According to the table (10) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between tangibles and process of online decision to buy. In other word whatever the physical facilities, equipment, employees and related cases of websites are more and better, also online decision to buy increases.

Table 10 - Survey of Relationship between quality of Web services and decide to buy

Online decision to buy					
Kendal		Redundancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.654	0.000	800	0.701	0.000	direct

Eighth secondary assumption: There is relationship between having response and process of online decision to buy.

According to the table (11) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between having response and process of online decision to buy. So whatever the employees eagerness for helping the references and giving fast services are more, online decision to buy increases.

Table 11 - Survey of Relationship between being palpable and decide to buy online

Online decision to buy					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.524	0.000	800	0.580	0.000	direct

Ninth secondary assumption: There is relationship between confidence and Process of online decision to buy.

According to the table (12) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between confidence and process of online decision to buy. So whatever the ability of one website for giving sure and exact services is more, also online decision to buy increases.

Table 12 - Survey of Relationship between Reply and decide to buy online

Online decision to buy					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.578	0.000	800	0.636	0.000	direct

Tenth secondary assumption: There is relationship between reliance and process of online decision to buy.

According to the table (13) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between reliance and process of online decision to buy.

Table 13 - Survey of Relationship between Reliability and decide to buy online

Online decision to buy					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.398	0.000	800	0.449	0.000	direct

Eleventh secondary assumption: There is relationship between sympathy and process of online decision to buy.

According to the table (14) and According to the given P-value in two tests (0.000, 0.000) and that is below significance level (0.05), so the zero assumption is rejected and we can claim that there is significant relationship between sympathy and process of online decision to buy. So we expect that whatever compassion and special care of a website to the references become better and more, online decision to buy increases.

Table 14 - Survey of Relationship between Confidence and decide to buy

Online decision to buy					
Kendal		Redund ancy	Spearman		Kind of relation
Correlation coefficient	P-VALUE		Correlation coefficient	P-VALUE	
0.402	0.000	800	0.457	0.000	direct

DISCUSSION AND CONCLUSION

Some researchers believe that consumers are absorbed to the environments that can facilitate choosing process and commodity buying for them. Mac Nil pointed to this axiom that buying in a lot of situations, is a difficult work and he predicted that in near future, consumers will take care to substitute canals till prevent unpleasant problems. So internet is one of super modern consumer's key tools and will give us enough motive for investigating online consumers behavior (Madhooshi and et.al, 2005).

In total, technology indexes, buying situations and commodities indexes, each of them play an important role in creation of complex responses in order to buy online. Understanding the comparative importance of each fat or is important in attraction and keeping of customers for electric sellers (Ha and Stool, 2009, Shifman and Kank, 2000).

Alerk and Settle, 2002 concluded that internet buying is one of the methods for conserving buying time than the traditional buying. Batengar and et.al found that easy understanding by customers in internet has positive effect on the behavior of internet buying. Also, traditionally researchers of consumers problems concluded that buying behavior of a commodity or service takes place after beliefs and theories be formed. Being more positive the theory, the possibility of happening buying behavior in future is more and more.

This present research has investigated two effective factors, quality of designing website and quality of services on online buying. In this research, the two variables quality of designing website and quality of services almost cover %57 of the variable online decision to buy. It means that we can say between two independent variables, quality of website services has the most relationship with the variable online decision to buy. In one parallel researchin other factors ground, there should be characterized that the remained variance of the variable online decision to buy with such factors and each with such scale can define dependent variable of the research. In present research, it can just be done in special websites, because of having limitation in student's researches. In other research with more expanses, we can increase universalization of the results. But we can compare the results of this research with such in one separated research that has these numbers of samples but in other sites.

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