THE RELATIONSHIP BETWEEN ONLINE ENVIRONMENTS AND CUSTOMER SATISFACTION (IRAN COMPUTER HARDWARE INDUSTRY)

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ABSTRACT

In this quantitative article research first, the main factors in customer satisfaction in online environment of Iran in hardware industry with process based-view are identified. Secondly relationships between identified factors in online environment of Iran and customer satisfaction are investigated.

Keywords: Online Environment, Customer satisfaction, and Process Based-View

Introduction

Experimental studies show that enterprises with high customer satisfaction, has more return on economic in comparison with others (Eugene W. Anderson, 1993). Others implied that firms should try to seek profitable way to differentiate their services and deliver high quality services (A. Parasuraman 1998, Adam Finn 2003, Hsu, 2008). Additionally, quality of the quality of customer interface in online shopping is positively related to intention to buy and consequently future financial performance of the firm (Hsin Hsin Chang, 2009).

This is the reason that currently firms using customer satisfaction and loyalty improvement strategies to sustain in current competition environment and create value for all stakeholders and customers. Additionally, customer satisfaction, as a performance indicator, has targeted by many academics and practitioners for many years.

Some problems such as Delay in delivery, increasing the number of frauds in online shopping has led o lack of trust, Increasing the number of frauds in online shopping has lead to lack of trust, and Un adequately of information provided about hardware decrease customer satisfaction of online shopping causes paying more attention to identify main factors. Also investigating relationship between the identified factors and customer satisfaction in online environment can be useful.

Literature Review

There are some researches about customer satisfaction in online environment highlighted important issues that contribute to achieve conceptual framework, and they are seen in the following:

1- Online shopping and satisfaction:

Parasuraman, 1998 al developed four measures for interface quality (system availability, website efficiency, privacy and system availability) while H.Chang, 2009 defined convenience, interactivity, customization, and character.

2- Process-based approach for e-services:

In order to address all quality features of e-services process-based view helps to provide richer information for manager, diagnosis problems easier and provide tracking steps for users. Based on Bauer, 2006 transactional process divided into four processes: information phase, agreement phase, exchange of good and customer care activities. First two stages are information gathering and processing. Variables divided between these four major transaction processes. In market offering information-searching capabilities are important, easily and user friendly, enjoyment are variables defining under this category.

3- E-service Quality:

Zeithmal, 2002 and Parasuaraman, 2005 provided exploratory researches in the field of e-service quality eSQ and tested multiple items ESQUAL to evaluate customer satisfaction of service quality in online shopping.

Identified variables base on literature

According to above empirical researches, the main independent and independent variables of customer satisfaction are identified in the below table:

Independent Variable	Researcher	Dependent Variable
Security Switching Cost Interface Quality	(Hsin Hsin Chang, 2009)	E-Satisfaction Loyalty
E-SQ Trust Perceived Value	(Hsu, 2008)	Loyalty E-Satisfaction
Efficiency Fulfillment System Availability Privacy	(Zeithaml VA, 2002)	E-SQ ESQUAL
Compensation Responsiveness Contact	(Parasuraman A, 2005)	E-SQ
Information quality, website design, merchandise attributes, transaction capability, response, payment, delivery, customer service	(Xia Liu, 2008)	Overall Satisfaction

Conceptual Framework

This conceptual framework is result of literature review empirical researches that information gathering phase, purchasing phase, and post-purchase are considered as independent variables for customer satisfaction as a dependent variable.

Hypotheses

H1: there is statistically significant relationship between the Information Gathering Phase and Customer Satisfaction in Online.

H1: there is statistically significant relationship between the Purchasing Phase and Customer Satisfaction in Online.

H1: there is statistically significant relationship between the Post-Purchase Phase and Customer Satisfaction in Online.

Method

Quantitative data collected from the questionnaires (sample size= 200 customers) were analysed by using software SPSS 16 and AMOS16. The study has used from correlation coefficients for basic data checking and multiple regression analysis by SEM. Obviously the mentioned softwares are used to test above defined hypotheses.

Results and Discussion

After analyzing data and using mentioned soft wares, the results are as following:

Table 1

| Variable	Cronbach's Alpha
Customer Satisfaction	0.93
Post-Purchase Phase	0.89
Purchasing Phase	0.78
Information Gathering Phase	0.86

Test of reliability for all dependent and independents variables is examined and its results are shown in table 1.

Table 2: Correlations

		Customer Satisfaction	Post-Purchase Phase	Purchasing Phase	Information Gathering Phase
Customer Satisfaction	Pearson Correlation	1	.749**	.818**	.886**
	Sig. (2-tailed)		.009	.004	.001

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

The results for correlations illustrate the significant (because all the p-values are less than 0.05) correlation between customer satisfactions related to information gathering, purchasing and post-purchase phase (see table 2).
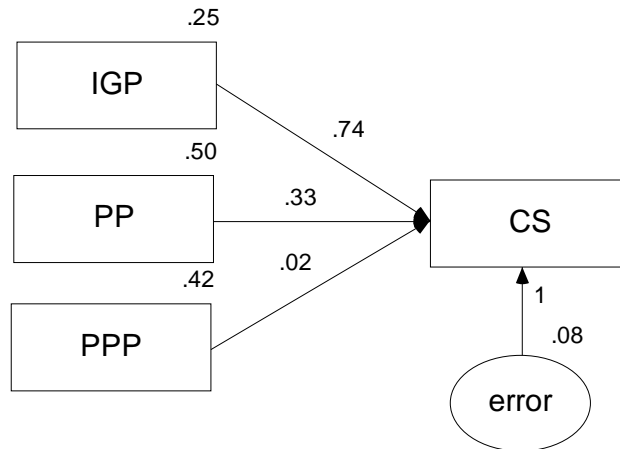
For the test of hypothesis, impacts of all dependent variables are determined by using multivariate regression modelling in SEM, on customer satisfaction. The results shows that information gathering phase and purchasing phase have positive significant impacts on customer satisfaction but the impact of post-purchase phase is not significantly different from zero.

Conclusion

In this research based on empirical study on the customer satisfaction and the influence of information gathering, purchasing and post-purchase phase on satisfaction of customers, the following results are achieved:

1) There is positive significant relation between information gathering phase and customer satisfaction.
2) There is positive significant relation between post purchase phase and customer satisfaction.
3) There is positive significant relation between purchasing phase and customer satisfaction.
4) Information gathering phase and purchasing phase are significant impact on customer satisfaction, and information gathering phase is more effective on customer satisfaction rather than purchasing phase.

Furthermore, it can be conclude that the online environment has positive significant relation with customer satisfaction in the case if Iranian computer hardware industry with process-base view.

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