



The Impact of Perceived Risk on Immediate Purchase by Mediating Role in the Online Stores

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Abstract

Due to the rapid development of information and communication technology and smart phones, smart technologies and mobile application software (applications) have become a broad and integral part of everyday life. The rapid growth of e-commerce has created new forms of business such as online to online and has changed the traditional performance of jobs and businesses. In the present study, the effect of perceived risk, perceived value and electronic store performance on sudden online shopping with the mediating role of satisfaction in the Digi Kala store was investigated. The above research is applied in terms of purpose and descriptive in terms of method. The sample size is 384 customers of all Digi Kala online store in Tehran, which is unlikely to be available and selected based on Cochran's formula, which was analyzed using Kolmogorov-Smirnov test. The factor and structural equations of LISREL and Sobel test were investigated for the effect between the hypotheses. The results show that the single-sample t-test statistic is larger than the critical value of t at an error level of 5%, ie 1.96, and all hypotheses were proved with 95% confidence, so that perceived risk, perceived value and e-shop performance Sudden online shopping has an effect on the role of satisfaction mediator in the Digikala store, and suggestions were made at the end.

Keywords: *Perceived Risk; Perceived Value; electronic store Performance; Immediate Purchase; Satisfaction; Digikala Store*

Introduction

Intensive Competition causes the companies and organizations need marketing. The companies considered the concentration on needs of consumers and identify their behavior are from main prerequisites of success. Thus, of important tasks of managers specially marketing managers is to study and discover consumer's needs and analysis their behavior (Lashkari and Nakhchian, 2016:14). In other side, the customers must inform about companies and their quality and the companies shall inform on customer's needs too. As for rapid development of technology and intelligent phones, smart technologies and mobile applied software (application) is converted into inseparable part of life (Hoaheng et al., 2019:23). Rapid growth of E-commerce established new forms of commerce including online and

changed traditional performance (Chu et al., 2019:55). Online order is a method of marketing based on information technology and communication in which customers are attracted as online and inspired in an online transaction (Hoang et al., 2015:33), in other word, it is a system in which customers order as online and receive it. Online order provides possibility to access and share information that grows mobile commerce rapidly to connect suppliers and users by smart phones each other (Kim et al., 209:33). Of most favorite phone programs which was offered by servicing organization in Jordan is mobile order online program. For example, 718 restaurants connected to it and they used it to attract new customers or maintain satisfaction, specially, intensive competition in which more than 20.000 restaurants maintain it (Elmendahuse, 2018:65). Online order services are on different fields including foodstuff, hotels, real estates and car rents (Doo et al., 2014:19). The changes of manner of order are seen through world. Los Angeles restaurants of California added 200-250 orders weekly and proved that they had 30 to 55% growth after cooperation with food plan. It is anticipated that the plans are converted into significant part of US restaurants as well fast food (Chu et al., 2019:55). In china, up one fifth of population used order plan (Zhau et al., 2018:49). Food order is a suitable method to increase income by mobile phones, for example, number of users in Korea was increased from 870,000 people in 2013 to 25 million people in 2018 (lee et al., 2017:23).

Digi Kala store is a new form of online business and appearing new goods and services in web, increases confidence and online purchase and is a new opportunity for customer and perceive its quality of online market for customers and companies. Generally, the main question is:

What an impact of Perceived Risk and performance of electronic store upon online immediate purchase with mediating role of satisfaction in Digi Kala?

Research Background

Nemati, Saeed, Amjadi Naeemeh (2019) discussed the impact of internet purchasing on intent of customers and concluded that dimensions of information, prices and infrastructure have many effects on satisfaction and intent to use.

Vahid Randi, Mohsen Khon-e-Siyavash, Behrouz Masoumi (2018) performed a research as effective factors on internet customers purchasing behavior in Iran as for technology acceptance model. The aim of the research which is applied measurement is to discuss 2 factors on insight and inclination of customer to accept online purchase in which 29 hypothesizes are presented. The statistical population consists of potential and active customers of Iran internet stores in which 500 peoples are selected randomly, data were collected by questioners and secondary data by librarian method, and Conceptual reliability and validity of questionnaire were discussed using measurement instruments. As for the results derived from observation, from 29 hypothesizes, 19 confirmed and 10 rejected, based on it, instead of income, 11 remaining factors were effective on acceptance of online purchasing pertain to inclination of customer on online purchasing. Also, risk taking has the less impact on insight and previous purchasing experience and satisfaction have significant effect in inclination of purchasing.

Syedmahmoud Hosseini, Seyedabolfazl and Mohammad Rahimi Helri (2017) discussed the impact of social marketing on purchasing of consumer and concluded that there is significant relationship between safety, quality of product and advertisement and inclination of consumer to purchase.

Chei et al., (2019) in their research as perceive confirmation of Chines consumer in clothing trade and concluded TAM strategy. This study offers a TAM model which has value of brand and quality and regarded as detriment factors for profit and facilitation to predicate intent of Chines consumer to use mobile commerce clothing (E-commerce). 786 responds were collected by online questionnaires. Reliability of specifications of TAM model were discussed and multiple regression was used to test hypothesize. All aspects (for example, loyalty to trademark, communication to brand, quality and image of brand) influence on usability of e-commerce, whereas, loyalty to brand, quality and image of brand

increase perception of consumer. This case shows attention to effect of trademark in e-commerce channel, all aspects of site (for example, quality of web site, quality of information and services) influence on perception of consumer on clothing commerce whereas, quality of web site and information increases usability. This quality plays important role to supply customer' needs who follow good usability to purchase mobile. Profitability and usability results to positive insight to purchase clothes by e-commerce. Positive insight and profitability results Chines consumers to use e-commerce. The model of research has high explanation power and totally, 64.4% of variance is devoted to it.

Javan et al., (2019) offers integrated acceptance theory and use UTAUT2 technology which increases quality of information to identify detriment factors for mobile applied programs to order meal. 340 respondents were used in order to sampling by food order plans. The results showed that inclination has impact on reusing and hope to performance and social effect more. As well, quality of information has indirect effect on continuation, use of intention and hope to performance, as result, this study confirms information quality, hope to performance, custom and social effect as the factors to inspire. These findings extend previous research in the field of online commerce on foodstuff and proves practical outcomes. Finally, the pattern of the study is considered as a basis for future researches on behavior of consumers in the field of e-commerce for foodstuff.

Stiffen et al., (2018) performed a research as the impact of internet purchasing applications on intention of users in London and the results proved the accuracy of information, social impact and intention to use.

Wang et al., (2015) offered new variable as confidence in the framework of theory to accept Figen technology which is on concern of users in relation to problems pertain to safety and privacy to make decision for internet banking system. This research shows the impact of self-confidence on intention to purchase by applied, safety and confidence. Usability has impact on intention to purchase more for customer's behavior. After that, confidence is on second rank and applied one is on the last rank.

Research Purpose

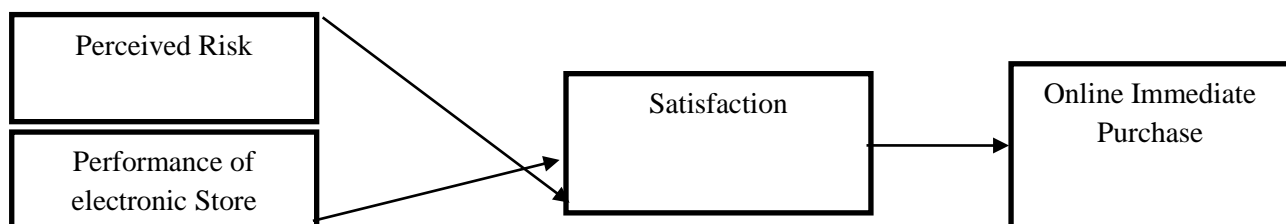
Main Purpose

- 1- Determine the impact of perceived Risk with mediating role of satisfaction on online immediate purchasing in Digi Kala Store.
- 2- Determine the impact of performance on electronic store with mediating role of satisfaction on online immediate purchasing in Digi Kala store

Research Minor- Purpose

- 1- Determine impact of perceived Risk on satisfaction in Digi Kala store
- 2- Determine the impact of performance of Electronic store on satisfaction in Digi Kala store
- 3- Determine the impact of satisfaction on online immediate purchasing in Digi Kala Store

Research Conceptual Model



Research Conceptual Model: Chen et al., (2020)

Research Hypotheses

Main Hypotheses

- 1- Perceived Risk has effect on online immediate purchase in Digi Kala store with mediating role of satisfaction.
- 2- Performance of electronic store has effect on online immediate purchasing in Digi Kala store with mediating role of satisfaction.

Research Minor-Hypotheses

- 1- Perceived Risk has effect on satisfaction in Digi Kala store.
- 2- Performance of electronic store has effect on satisfaction in Digi Kala store.
- 3- Satisfaction has effect on online immediate purchase in Digi Kala store.

Methodology

The present research is applied from aim and is descriptive-measurement from nature and manner of collecting and it is occasional from time period.

Statistical Population

The statistical population consists of all customers of Digi Kala store in Tehran, since we cannot measure number of customers, volume of population is measured unlimited.

Determine Volume of Sample

Volume of sample is determined using Kockran formula as following figure, in present research, volume of sample is unlimited and Kockran formula for unlimited society is:

$$n = \frac{z^2 p(1-p)}{(d)^2} \quad n_0 = \frac{(1/96)^2 (0/5 \times 0/5)}{(0/05)^2} = 384$$

Confirmed Factorial Analysis of Variables

In order to estimate risk previewed, 4 questions are used:

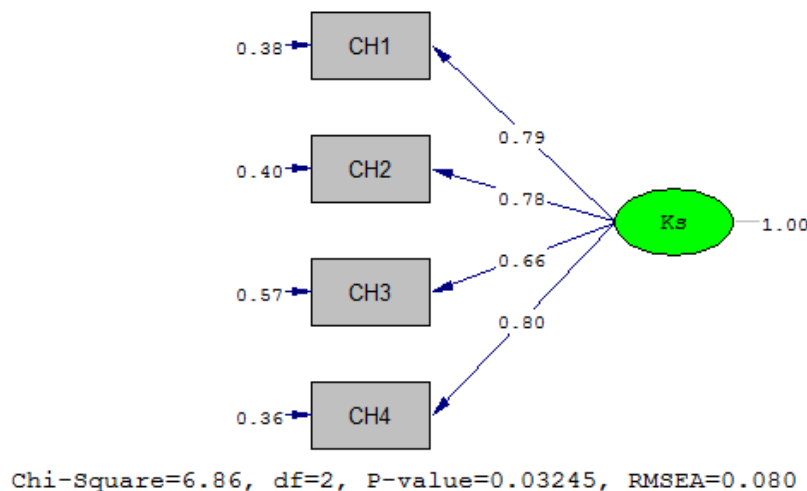
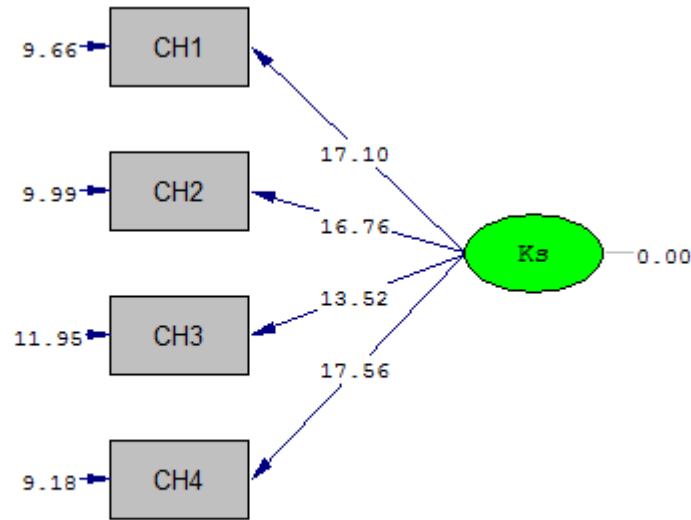


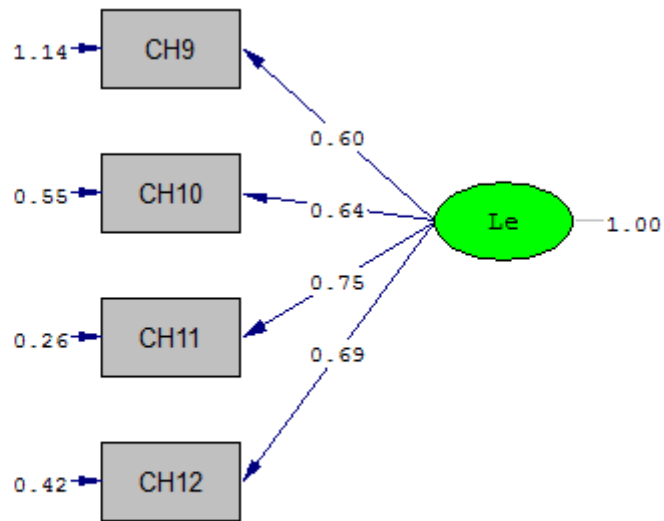
Fig., 1, standard factor loading of perceived risk



Chi-Square=6.86, df=2, P-value=0.03245, RMSEA=0.080

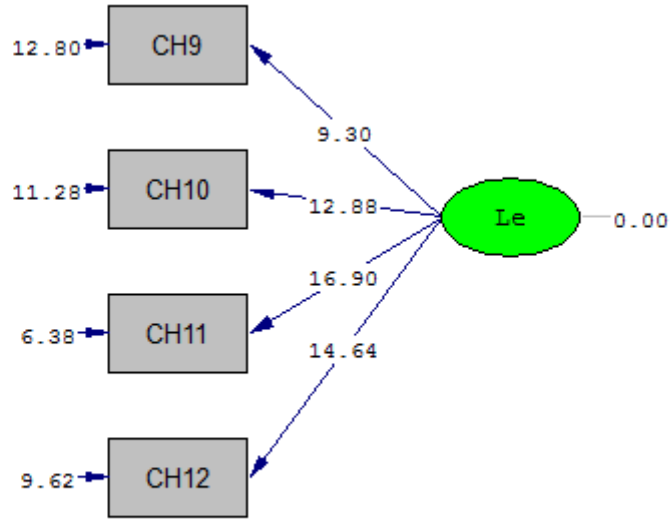
Fig., 2, t-value statistics of perceived risk

In order to estimate store' performance, 4 questions were used.



Chi-Square=15.54, df=2, P-value=0.00042, RMSEA=0.133

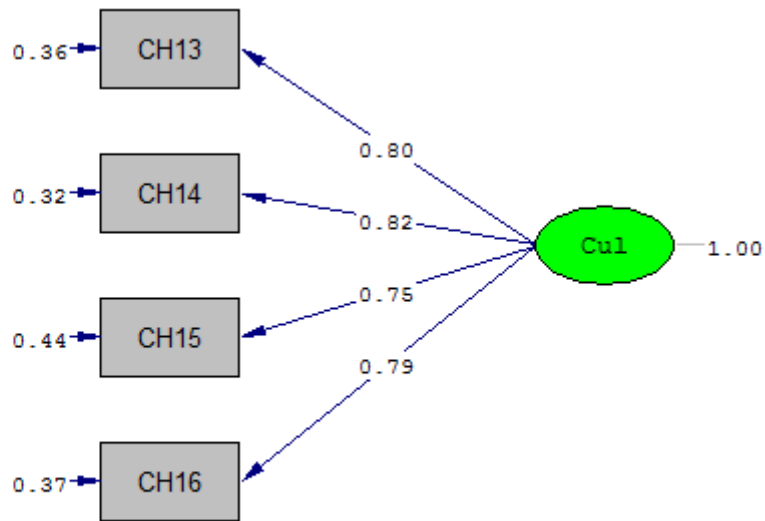
Fig., 3, standard factor loading of store performance



Chi-Square=15.54, df=2, P-value=0.00042, RMSEA=0.133

Fig., 4, t-value statistics of store performance

In order to estimate satisfaction, 4 questions were used.



Chi-Square=17.27, df=2, P-value=0.00018, RMSEA=0.141

Fig., 5, standard factor loading of satisfaction

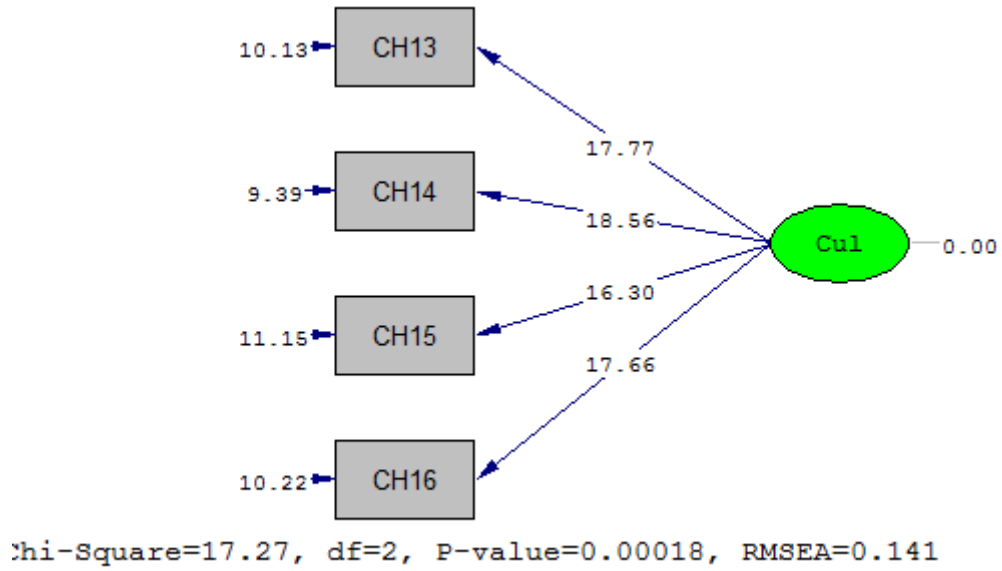


Fig., 6, t-value statistics of satisfaction.

In order to estimate online immediate purchase, 4 questions were used.

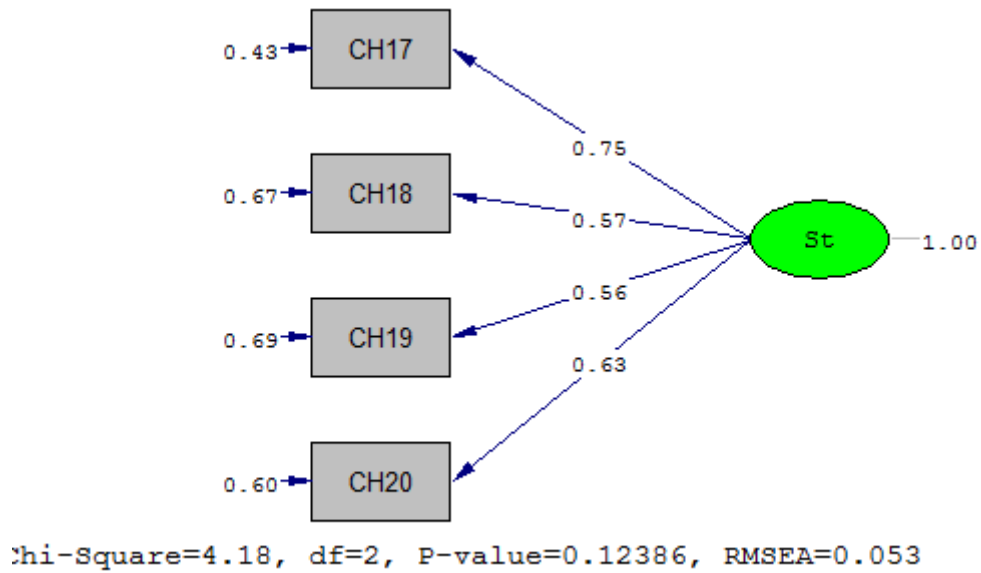


Fig., 7, standard factor loading of online immediate purchase

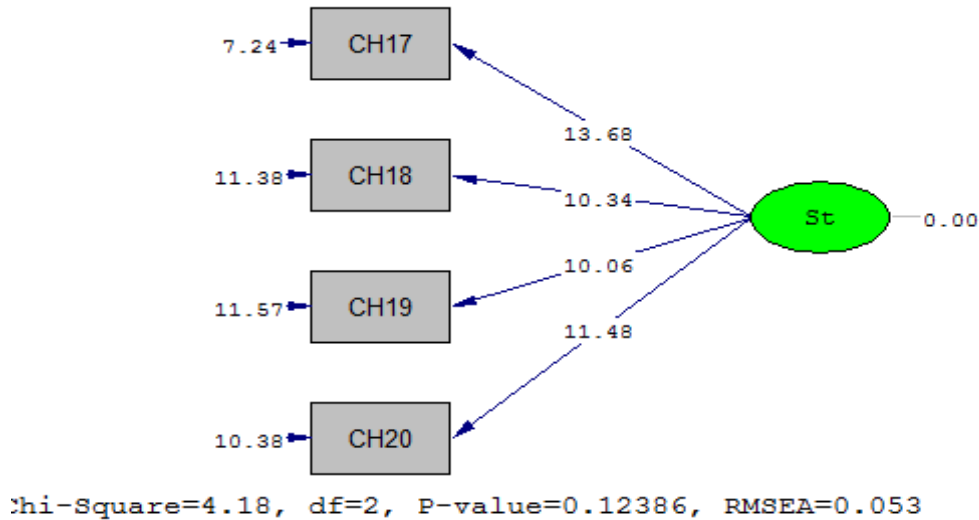


Fig., 8, t-value statistics of online immediate purchase.

RSMEA estimation is equal to 0.23 which is smaller than 0.5 value. Chi-square value (χ^2 divides on freedom degree) is 1.835 and is close to one. Thus, measurement model has suitable estimation power.

Results

First Hypothesis

Perceived Risk has effect on satisfaction in Digi Kala store.

The power of relation between risk and satisfaction is 0.62 which it is Acceptable amount. Test statistics is 13.07 which is greater than t-critical value in error level of 6% means 1.96 and shows that the correlation is significant. Therefore, with confidence level of 95%, perceived Risk has effect on satisfaction in Digi Kala store.

Table 1: effect of perceived Risk on satisfaction

Variable	Effect coefficient	T value
Perceived Risk on satisfaction	0.62	13.07

Second Hypothesis

Performance of electronic store has effect on satisfaction in Digi Kala store.

The power of relation between Performance of electronic store and satisfaction is 0.52 which it is Acceptable amount. Test statistics is 14.65 which is greater than t-critical value in error level of 5% means 1.96 and shows that the correlation is significant. Therefore, with confidence level of 95%, Performance of electronic store has effect on satisfaction in Digi Kala store.

Table 2: effect of Performance of electronic store on satisfaction

Variable	Effect coefficient	T value
Performance of electronic store on satisfaction	0.52	14.65

Third Hypothesis

Satisfaction has effect on online immediate purchase in Digi Kala store.

The power of relation between Satisfaction and online immediate purchase is 0.59 which it is Acceptable amount. Test statistics is 15.36 which is greater than t-critical value in error level of 5% means 1.96 and shows that the correlation is significant. Therefore, with confidence level of 95%, Satisfaction has effect on online immediate purchase in Digi Kala store.

Table 3: effect of Satisfaction on online immediate purchase

Variable	Effect coefficient	T value
Satisfaction on online immediate purchase	0.59	15.36

Discussion and Conclusion

It was stated in the first hypothesis that perceived Risk has effect on satisfaction in Digi Kala store, this hypothesis was tested which conformed to findings of Seyed Mahmoud Hosseini, Seyed abolfazl and Mohammad Rahimi Helri (2013) and Ansari et al., (2012). As Seyed mahmoud Hosseini, Seyed Abolfazl Abolfazli and Mohammad Rahimi helri (2013) discussed the impact of social marketing on purchasing of consumer and concluded that there is significant relationship between quality of products and advertisement and inclination to purchase. Also, Anasi et al., (2012) identified and rank effective factors on inclination of online customers and concluded that among the criterion, mental norm and brand validity has the highest weight.

It was stated in the second hypothesis that Performance of electronic store has effect on satisfaction in Digi Kala store, this hypothesis was tested which confirmed the findings of Ansari et al., (2012). As Ansari et al., (2012) discussed for identifying and ranking of the factors affecting on the intension to purchase of online customers and concluded that among the criterion, mental norm and brand validity has the highest weight.

It was stated in the third hypothesis that Satisfaction has effect on online immediate purchase in Digi Kala store. This hypothesis was tested which confirmed the findings of Ansari et al., (2012). As Ansari et al., (2012) discussed for identifying and ranking of the factors affecting on the intension to purchase of online customers and concluded that among the criterion, mental norm and brand validity has the highest weight.

It was stated in the first main hypothesis that Perceived Risk has effect on online immediate purchase with mediating role of satisfaction in Digi Kala store. This hypothesis was tested which confirmed the findings of Ansari et al., (2012). As Ansari et al., (2012) discussed for identifying and ranking of the factors affecting on the intension to purchase of online customers and concluded that among the criterion, mental norm and brand validity has the highest weight.

It was stated in the second main hypothesis that Performance of electronic store has effect on online immediate purchasing with mediating role of satisfaction in Digi Kala store. This hypothesis was tested which confirmed with findings of Seyed Mahmoud Hosseini, Seyed Abolfazl Abolfazli and Mohammad Rahimi Helri (2013). They were discussed the impact of social marketing on purchasing of consumer and concluded that there is significant and positive relationship between Perceived usefulness, quality of products and advertising and the intension to more purchase by consumers.

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