

Designing a model to improve the behavior of Iranian handicrafts e-commerce customers by increasing customer trust

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Abstract

The purpose of this research is to design a model for improving the behavior of Iranian handicrafts e-commerce customers with the approach of improving customer trust. According to its purpose, the research method is applicable, and mixed (qualitative-quantitative) in terms of its implementation, and descriptive-exploratory in terms of data collection in the qualitative part. The statistical population of the research in the qualitative part includes 19 Iranian experts, including university professors in the fields of marketing management, handicrafts and senior managers of companies that export handicraft products, who through non-random sampling in the form of snowballs, were selected for interviews. The statistical population in the quantitative section includes 11 Iranian university professors in the fields of marketing management, handicrafts and senior managers of companies that export handicraft products, who were selected using non-probability sampling. A semi-structured interview was used to collect information in the qualitative section. To analyze the data in the qualitative part, first, content analysis was used to code the interviews, and in the quantitative part of the research, the self-interaction matrix was used for interpretive structural modeling (ISM). In the qualitative section, 16 sub-themes and seven main themes (indices) were extracted. In the quantitative part, a four-level model was obtained, and the most effective indicator of this model is electronic communication and interaction with customers. Also, its most effective indicator at the seventh level is confidence in purchasing. Therefore, 5 other criteria also play the role of interface factors in this model.

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Extended Abstract

Introduction

Today, advances in science and technology and the development of new technologies have created new competitive conditions for production and service organizations, so that quality and customer satisfaction and trust are the most important factors in global competition. Attracting and retaining customers in an organization is a category that is affected by various factors and conditions inside and outside the organization, the importance of which varies according to the type of organization and from one organization to another (Nguyen et al, 2020). Trust is defined as the trust of one party (trustee) to another person (trusted or trusted third party) (Yeon et al, 2019). Trust plays an important role in interactions and is important for companies and for developing relationships with consumers (Astono, 2021). Trust is the consumer's belief that the transaction will be carried out according to the plan. The way customers think about trust can be one-dimensional or multi-dimensional (Papas, 2018). On the other hand, in the late 1990s, the Internet promoted the formation of e-commerce, and the development of information technology in the middle years has caused the rapid development of e-commerce in the past 20 years (Baylok, 2021). E-commerce and information technology (IT) have a positive relationship. E-commerce and information technology are measured by evaluating the value of their business; the more the company gains positive value and trust, the more buyers it attracts (Alam & Osly, 2021). Electronic commerce is a set of technologies, applications, and business processes that connect companies, consumers, and communities through electronic transactions and electronic commerce of goods, services, and information (Rafiah, 2019).

Based on this, the current research is looking for an answer to this question: What is the model for improving the behavior of Iranian handicrafts e-commerce customers with the approach of improving customer trust?

Theoretical Framework

Customer trust

There are many definitions about trust. The multiplicity of definitions of trust in the theoretical texts of the subject probably originates from two reasons; first, trust is an abstract concept and sometimes it is synonymous with concepts such as authenticity, trustworthiness, or reliability. Second, trust is a multifaceted concept that has different perceptual, sensory and behavioral dimensions (Latifi & Momenkashani, 2014).

electronic commerce

E-commerce refers to a broader definition of traditional business, which, in addition to buying and selling goods and services, includes welfare services for customers, cooperation with business partners, conducting electronic learning, and conducting electronic transactions in an organization (Torban & Lonino 2020).

Iranian handicraft

Iran's handicrafts experts believe that handicrafts refer to a set of arts and crafts that mainly use local raw materials and carry out some of the basic production steps with the help of hands and hand tools. In each unit, the artistic taste and intellectual creativity of the manufacturer are manifested in some way, and this factor is the main distinguishing feature of such products from similar machine and factory artifacts (Kazemi, 2019).

Zolfaghar Dolabi (2023) investigated the factors affecting customer loyalty and electronic trust in electronic commerce in Tehran Infrastructure Company. The results of the research in the Tehran infrastructure company showed that the quality of the user interface has a positive

and significant effect on customer satisfaction and trust. The quality of information has a significant effect on customer satisfaction, but it does not affect trust. Keeping privacy and security is not important for customer satisfaction, but it is important for trust. Customer satisfaction and trust have a positive relationship with each other and mediate customer loyalty with the determinants of service quality. The results of regression analysis show that the dependent variable of e-commerce loyalty is influenced by e-customer satisfaction and e-trust.

Sharifi & Mardani (2022) investigated the identification of the key success factors in e-commerce during widespread crises (the case study of DJ Kala online sales company). The findings of the research showed that besides paying attention to hardware and software factors related to information technology in e-commerce, paying attention to human factors can increase the efficiency of e-commerce even more.

Research methodology

The research method is applicable according to its purpose, and mixed (qualitative-quantitative) in terms of its implementation, and a qualitative part of the descriptive-exploratory type in terms of the data collection method. The statistical population of the research in the qualitative part includes 19 Iranian experts, including university professors in the fields of marketing management, handicrafts and senior managers of companies that export handicraft products, who were selected for interviews using non-random sampling in the form of snowballs. The statistical population in the quantitative section includes 11 Iranian university professors in the fields of marketing management, handicrafts and senior managers of companies that export handicraft products, who were selected using non-probability sampling. A semi-structured interview was used to collect information in the qualitative section.

Research findings

Analysis was used in the coding part of the content analysis; and in the quantitative part, the combined method of Dimetal and Interpretive Structural Modeling (ISM) was used. The findings from the qualitative part of the research showed that 16 sub-themes and 7 main themes (indicators) of the desired model were extracted using content analysis and interviews of 19 experts. In the quantitative part, a four-level model was obtained, and the most effective indicator of this model is electronic communication and interaction with customers. Also, its most effective indicator at the seventh level is confidence in purchasing. Therefore, 5 other criteria also play the role of interface factors in this model.

Conclusion

The current research has been conducted with the aim of designing a model for improving the behavior of Iranian handicrafts e-commerce customers with the approach of improving customer trust. The results of the present research are in accordance with the results of Zolfaghar Dolabi (2023), Hashempor (2023), Sharifi & Mardani (2022), Yazdi (2022), Jalali (2021), Sutia et al, (2020), Bozic & Kuppelwieser (2019), Nekooeezade & Amini (2019), Issam (2016). Zolfaghar Dolabi (2023) showed that the quality of the user interface has a positive and significant effect on customer satisfaction and trust. The quality of information has a significant effect on customer satisfaction, but it does not affect trust. Keeping privacy and security is not important for customer satisfaction, but it is important for trust. Customer satisfaction and trust have a positive relationship with each other and mediate customer loyalty with the determinants of service quality. The results of regression analysis show that

the dependent variable of e-commerce loyalty is influenced by e-customer satisfaction and e-trust.

According to the results obtained from the research, it is suggested:

1- The development of Iranian handicrafts in the context of e-commerce should be considered as one of the important strategies to increase the market share of these industries, because unlike traditional retail, a craft e-commerce store can be up and running with just a few clicks. The e-commerce platform makes it easy and simple for craft business owners to create attractive and reliable sites with minimal effort.

2- Training and promoting the use of sales in the context of e-commerce by relevant organizations should be prioritized. Buyers search for the desired product in the e-commerce space for various reasons such as comparing prices, comparing brands, knowing the opinions of previous buyers, checking the amount of inventory and more. The only way to ensure potential buyers of your products is to have a persistent presence in the e-commerce space. Even if buyers are looking for the store's working hours or its address, access to the desired information through e-commerce is very important.