Why Do Iranians Avoid Shopping on the Internet?

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ABSTRACT

Iran is becoming an appropriate country for selling Internet-based products. Evidence illustrates an inverse trend and avoidance in this regard. This study was designed to provide some insights into why Iranians avoid shopping on the Internet. The recent rapid increase in the number of Iranian users (almost 34 million) and low desire to buy from online retailers make it imperative to study various variables affecting this avoidance from online shopping. This study builds a comprehensive theoretical model. The authors examined seven latent variables including: lack of information intermediary, lack of electronic guarantee, lack of electronic reputation, technological and knowledge weakness, lack of interaction, lack of trust, and avoidance from online shopping. In this regard, structural equation modelling (SEM) has been used to specify the model and validate which construct of the proposed model plays the most critical role. The authors found that these constructs successfully explain why Iranians avoid shopping on the Internet. “Lack of electronic guarantee” is found to be the most significance antecedent explaining avoidance of Internet shopping.

Keywords: Avoidance in Online Shopping, Electronic Guarantee, Electronic Reputation, Online Shopping, Structural Equation Model

IRAN ON TOP OF THE MIDDLE EAST

Iran, having more than 34 million Internet users and the first rank in the Middle East in this regard (Internet World Stats, 2011) is one of the most appropriate countries for offering and selling Internet-based products. However, evidence shows a kind of avoidance from internet shopping among Iranian users; so that sum of shopping done through the Internet by these users in 2010 is less than global standards and the rank of Iran in e-commerce is at the end of the list (Internet Retailing, 2011). Hence, the present study intends to address this challenge and find some insights into it.

According to Forrester (2009), economic crisis in the U.S has caused customers to be more willing to online shopping for cutting the prices. In this regard, U.S. Census Bureau estimates: “U.S. retail e-commerce sales for Q1 2011, adjusted for seasonal variation but
not for price changes, were $46 billion, a 3.4% increase from $44.5 billion in Q4 2010,” (U. S. Census Bureau, 2011). However, despite all these progresses, there are barriers for applying e-commerce. According to Forrester (2008), 47% of the consumers are not so interested in online shopping; and just 17% from 35% of consumers searching for information, prefer shopping from internet.

The above-mentioned evidences indicate that, the first step for success in online shopping is identifying the factors forming avoidance from online shopping. Hence, this paper intends to scrutinize the factors form the Iranian users’ avoidance from online shopping and finds the answer of this question: how do consumers will form their trust from a website?

**LITERATURE REVIEW**

Researchers mention two main factors for shopping: shopping for hedonic and goal-directed shopping (utilitarian) (Babin et al., 1994). These two factors are also true for internet shopping (Wolfinbarger & Gilly, 2001). Wolfinbarger and Gilly (2001) found that two kinds of behaviour can be identified in customers; experience-based behaviour, when people shop for hedonic and entertainment and mostly decide on emotions, and goal-oriented behaviour when the people act rationally and decide on the basis of knowledge. This group prefers online shopping for three motives: convenience (Ratchford et al., 2001), selection and the ability to control the shopping (Evans & Wurster, 1999), and informativeness.

Ha and Stoel (2008) proposed that the requirements of online shopping like privacy, security, website design, customer service, and shopping experience are the main factor forming perceptions of ease of use and benefits of e-commerce. In addition, some dissonance factors exist in online shopping that are not found in traditional commerce; for example, security and privacy concerns, lack of salesperson advice, or the inability to touch, smell, taste (Hanafizadeh & Behboudi, 2012), and see the product are factors that increase shopping risk.

Studies indicate that perceived risk in online shopping reduces the desire of consumers to buy goods over the internet (Barnes et al., 2007). Moreover, disregarding privacy reduces reputation of e-commerce that in turn increases the concerns of the customers and convinces them that they are the victims of this industry (Prabhaker, 2000). Prabhaker (2000) believed that companies fit their technology with product value, and having plans and policies in this regard will be more successful. The main problem regarding privacy is concern about disclosure of information and lack of trust in the goal of gathering information (Prabhaker, 2000). Improper use of private information can result in stealing personal information or misuse of economic, credit, medical, or forensic information of the customer (Castaneda & Francisco, 2007). Activists in e-businesses must anticipate a logical concern on the part of customers about their privacy because this logical variable has the greatest effect on customer behaviour (Phelps et al., 2001). In this respect, Ernst and Young (2001) reported that ethical issues are complicated. It is clear that many websites act according to one business model and all claim that they provide the best service. This issue is aligned with users’ access to all of these websites and for this reason; users cannot properly recognize which online stores are right that has become a critical problem in online shopping. Another problem in e-businesses is their “proper previous performance” because, most actors of e-businesses provide modern business models with no prior background in customers mind. Therefore, customers resort to their positive attitudes towards traditional models and have less trust in pure internet businesses (Hanafizadeh & Behboudi, 2012).

Against all these concerns, trust is a complex concept and has been studied in different fields like psychology, sociology, and marketing (Mcknight & Chervany, 2002). Trust is an important issue and is created when it is transferred from one group to another (Morgan & Hunt, 1994). The issue of privacy is considered as a key for increasing trust in customers (Hanafizadeh & Behboudi, 2012) and is based
on sales force empathy resulting in the success of electronic markets.

THEORETICAL MODEL

Since the most important principle of commerce is trust (Fernback & Papacharissi, 2009), this study embarks on addressing the issue of avoidance from online shopping by focusing on the concept of trust. As the literature indicates, one of the main difficulties is the process of information collection, for, websites allow the users to have access to information or advantages positioned in the website in return for the information customers provide the website with. However, this is against the practices of trust-making because it forms a negative perception in customers’ mind. They may think that their information is probably profitable for website so that they are willing to offer free services (Grabner-Kraeuter, 2002). In e-commerce, trust involves online customer’s beliefs about and his expectation from the salesperson (Grabner-Kraeuter, 2002). Previous studies have considered two elements of the company for increasing trust, that is, 1) Sales force, and 2) Firms (Doney & Canon, 1997). In addition, many customers do not trust in websites that use their personal information in transactions (Hoffman et al., 1999).

There are some mechanisms that customers can use for identifying product quality and its effect on trust including the guarantee (Emons, 1988), company reputation (Hawes & Lumpkin, 1986), advertising (Bagwell and Ramey, 1988), brand (Bart et al., 2005), price (monetary value) (Rao et al., 1999), website security and privacy policies (Belanger et al., 2002), insurance fee (Dawson et al., 2003), and detailed and objective information about the product (Fiore, 2002).

Information Intermediary

The mechanism of mediation involves creation of trust. This mechanism plays an important role in e-commerce and can contribute to creation of trust between two parties (Grabner-Kraeuter, 2002). It is clear that customers only trust in websites which certainly cooperate with an information intermediary that will respond to customers if the website fails to meet their needs (Hoffman et al., 1998; Chellappa, 2001). The reason is that having complete information on the part of the consumer is identified as the most important rule for making optimal decision (Edwards, 1954). One advantage of information intermediaries is their capabilities to transfer large amount of information for increasing awareness of the users with lowest cost (Evans & Wurster, 1999). This practice is necessary for preserving and developing trust where quality is evaluated by experience and belief (Chesking Research, 1999). Therefore, the following hypothesis is proposed:

Hypothesis 1: Lack of information intermediary in Iranian websites results in distrust in consumers in order to perform electronic transaction.

Reputation

Customers only trust in reputable and well-known websites (Hoffmann et al., 1998; Chellappa, 2001). Reputation is the outcome of previous proper behavior of an individual or organization and plays an important role in willingness of users to enter in a transaction with a specific website (Bramall et al., 2004; Ha, 2004; Park & Stoel, 2005; Teo & Liu, 2007). The most important outcome of reputation is a well-known brand which is an influential factor in decreasing risk and increasing trust (Ward & Lee, 2000). Reputation can be seen as providing assurances of ability, integrity and goodwill, thereby increasing trust, particularly in first-time transactions (Ha, 2004; Park & Stoel, 2005; Teo & Liu, 2007). Thus, the following hypothesis is put forward:

Hypothesis 2: Lack of electronic reputation among Iranian websites has resulted in distrust among consumers in order to perform online transactions.
Electronic Guarantee

Customers only trust in websites where there is enough guarantee that the transaction will be well-conducted (Hoffman et al., 1998; Chellappa, 2001). In addition to shopping facilities, users seek a safe and sound place for guaranteeing their purchase (Bridges & Florshiem, 2008). The perceived risk can create different perceptions of brand reputation and guarantee of e-commerce in consumers’ mind (Tan, 1999). Consumers’ trust can be enhanced by offering high-quality services, guaranteeing products, and commitment to consumer privacy, and retaining attractive design of the website (Martin & Camarero, 2009). Guarantee is a commitment reflecting a possible solution for future; such as a solution for fault in the product (Emons, 1988). The validity of website guarantee must be confirmed by a third party company (Grabner-Kraeuter, 2002). Hence, the following hypothesis is developed:

Hypothesis 3: Lack of electronic guarantee among Iranian websites results in distrust in consumers in order to perform online transactions.

Interaction

Compared to other media, internet requires high levels of interaction with its users (Ruggiero, 2000). Internet has caused advanced interaction and better relationships with potential customers (Ko, 2005). Studies indicate that the quality of interaction system and amount of access has more effect on users having the experience of online shopping compared to those with less shopping experience (Park & Stoel, 2005). Also, some researchers, like Rodgers (2005), believe that the quality of interaction system and accessibility is a factor affecting satisfaction of users having more shopping experience. Interaction is a feature that gained its meaning properly by the emergence of internet and is the only item distinguishing this media from others. Interactions involved in the internet are of two types of human-to-human and human-to-message (Hanafizadeh & Behboudi, 2012). If website interacts with its users and the users are able to interact with other consumers of the same product or service in the website, the organization can obtain more positive outcome from the advertisement or attracting the customer to its website (Hanafizadeh & Behboudi, 2012). Hence, the following hypothesis is proposed:

Hypothesis 4: Lack of the possibility of online interaction and negotiation in Iranian websites results in distrust in consumers in order to perform online transactions.

Technological and Knowledge Weakness

The higher the level of user knowledge, the more products will be explored (Park & Lessing, 1981). Knowledge refers to positive and negative attitude toward the product (Chen et al., 2009). Studies indicate that variables like income, knowledge, and age have the highest effects upon decision for electronic shopping; also, prior experiences of the customer are more stable in electronic shopping decision (Bellman, 1999). In human-computer process, technology level and user behavior create a new structure, and improving this structure results in better decision-making and better outcomes (Limayem et al., 2006). According to researchers, there are two kinds of risk affecting online shopping behaviour: product classification risk that is related to a situation where searching for product is technologically complex, and economic risk which is related to concern about security of economic information (Bhatnagar et al., 2000). Also, it has been revealed that knowledge and skill in using internet positively affects trust level of the customer (Bart et al., 2005). In this respect, the following hypothesis is presented:

Hypothesis 5: Knowledge weakness of the users associated with technological weakness of internet companies lead to distrust in online transactions.
Trust

Predictions indicate that e-commerce must be a part of customers’ everyday life, but lack of trust is one factor postponing it (Merrilees & Frye, 2003). Distrust is a reason that customers do not buy from internet sellers (Lee & Turban, 2001). For instance, Hoffman (1998) believes that customers do not easily trust in internet sellers to be able to enter in a transaction with them. Quelch and Klein (1996) believe that trust is a critical factor of motivation to shop in the internet. In this regard, it has been reported that failure of many .com companies has been due to inability of sales force in creation of a strong relationship based on trust with the customers (Gefen & Straub, 2004). In this respect, the following hypothesis is put forward:

Hypothesis 6: inability in creating trust has a direct effect on avoidance from online shopping.

Causal Model

Based on the literature and hypotheses proposed, a causal model of electronic shopping in Iran is developed which involves five exogenous latent variables (store reputation, electronic guarantee, information intermediary, technological and knowledge weakness, and interaction) and two endogenous latent variables (trust and avoidance from online shopping).

Research Methodology

In this study, a content analysis was performed on online shopping and seven factors were identified that were confirmed by most researchers in international studies. Content analysis is a method confirmed by many studies and is considered as one of the tools of theoretical framework (Kolbe & Burnett, 1991; Okazaki & Rivas, 2002). In addition, in order to develop any of the influential hypotheses, a theoretical framework was developed in which it was tried to explore previous studies and found the main source of the constructs forming the concept of online shopping. Then, the identified items were extracted into questionnaire’s questions and were sent to academic and industrial experts in order to verify the constructs. To identify the appropriate experts, an operational definition was proposed as following: 1) To be an instructor, assistant professor, associate professor, or professor in one of the majors related to IT, business management, e-commerce, and computer; 2) To have at least one publication in the area of internet marketing and e-business; 3) To be one of the owners of successful e-businesses in Iran; and 4) To be active in advertising agencies.

Questionnaire development: A questionnaire in 5-scale Likert spectrum from extremely disagree to extremely agree was designed. Each of the items was examined by several questions confirmed by the experts. The questionnaire was offered both printed and electronically. From among 312 questionnaires sent to experts, 263 were completed and returned and the response rate of the study was 84%. Pre-test method was utilized in order to examine the scale reliability. In all seven constructs, Cronbach’s alpha exceeded from the standard acceptance norm of 0.70 (Table 1).

Instrument Construction

Seven latent constructs were tested in this study including lack of information intermediary, lack of electronic guarantee, lack of electronic reputation, technological and knowledge weakness, lack of interaction, lack of trust, and avoidance from online shopping.

The items of the construct “lack of electronic reputation” (strong partners, presence of physical store in city, and well-known brand) were adopted from Ha (2004), Park and Stoel (2005), and Teo and Liu (2007) and necessary improvements were made to fit with electronic shopping. The items of the construct “lack of electronic guarantee” (bar code or guarantee and electronic insurance) were extracted from Hoffman et al. (1998) and Martin and Camarero (2009).
In order to identify the first items of the construct “lack of information intermediary” (reference verifier) the studies of Chellappa (2001) and Grabner-Kraeuter (2002) were investigated. For the second item (placement of logo), besides the study of Grabner-Kraeuter (2002), the experts of this area were interviewed. Items of the construct “technological and knowledge weaknesses” (interactive agencies, and users’ knowledge) were extracted from the studies of Limayem et al. (2006) and Chen et al. (2009). The items of the construct “lack of interaction” (human-to-human and human-to-message) were extracted from Ko et al. (2005). The items related to the construct of “lack of trust” (privacy, online shopping experience, and degree of control over information) were adopted from Fernback and Papacharissi (2009). Finally, the items of the construct “avoidance from online shopping” (attitude toward website and attitude toward brand) were extracted from Briggs and Hollis (1997), Brill (1999), Rogers and Thorson (2000), and Ko et al. (2005), and necessary changes were made to make them appropriate for use in the area of avoidance from online shopping.

Data Analysis

This study tested the study hypotheses, using structural equation analysis, by the method of maximum likelihood. LISREL 8.53 was used for performing data analysis.

Measurement Model

The key statistics (item means, standard deviations, confirmatory factor loadings) for all variables are presented in Table 1. Validation of research instrument was performed through confirmatory factor analysis (CFA) via LISREL’s measurement model. It is proposed that each item, for acceptable construct validity, should have a minimum factor loading of 0.6 for its hypothesized construct (Nunnally, 1978). All items met this norm except for the item of strong partners but since the marginal significance number is 0.55 (Cho & Cheon, 2004) it was considered as confirmed P-values. Figure 1 shows the designed model and statistics related to each factor.

STRUCTURAL EQUATION MODEL

The first step in testing the hypothetical model is estimation of goodness of fit (Figure 1). In this study, the χ² test was used for this purpose indicating that the model fits with the data but do not yield a good ratio. The χ² test is sensitive to sample size and does not usually yield a good ratio in structural tests (Cho & Cheon, 2004). Bentler and Bonnet (1989) suggested that a χ²/degree of freedom ratio that does not exceed five indicates acceptable model fit. The ratio was estimated as 4.59 (χ²=464.4, df=101) in our hypothesized model. Additional goodness-of-fit measures are presented in Figure 1, the Normed Fit Index (NFI) was 0.89, the Comparative Fit Index (CFI) was 0.96, and Root Mean Square Residual was 0.06. Based on these measures it can be concluded that model is quite satisfactory, despite the significance χ² statistics.

RESEARCH FINDINGS

The second step in measuring the model is testing hypotheses. As it was expected, all six constructs introduced had significant effect on users’ avoidance from online shopping. The construct “lack of electronic guarantee” with path coefficient of 0.41 was the most influential factor in formation of distrust. The second construct was “interaction with users” (0.34) and constructs “knowledge and technological weakness” (0.31), “lack of reputation” (0.29), and “lack of information intermediary” (0.23) were in the next positions. In addition, “lack of trust” with path coefficient of (0.14) affects avoidance from online shopping (the report of hypothesis testing is presented in Table 2).

DISCUSSION

This study found that people avoid online shopping because there is no guarantee that
if a transaction fails, consumer’s loss will be compensated. Since face-to-face negotiation has substantial effect on shopping and choice of Iranian customers, this factor must be compensated with a very strong effective factor. In this study, it was found that this strong factor is «electronic guarantee». The span of electronic guarantee factor is generally in possession of pure internet companies and they, through contracts with insurance companies, can prepare «electronic barcode» specific to each website and «electronic insurance» of the sold products to decrease users’ concerns and remove one of the main barriers of trust.

It was also found that lack of interaction is the second factor impeding creation of trusts and thereby contributing to avoidance from online shopping. Internet is considerably a consumer media and users first select their favourite websites and then visit them (Dahlen, 2001). Interaction allows the consumers to effectively participate in the process of convincing by controlling advertisement messages, required information, and placing orders at any time according to their personal needs and priorities (Hanafizadeh & Behboudi, 2012). When a website lacks facilities for interaction with customer, it is practically offline and cannot be called online. Presence of an online customer in a website which may originates from primary searching intentions is under the influence of two factors of “human-to-human” or “human-to-message” interaction. The more this interaction is aligned with primary motives of the online customer, the more positive will be the attitude formed in customer’s mind (Ko et al., 2005). Since there is no physical interaction with salesperson, store, or products in online shopping, the way of online interaction is very important, because according to findings of this study, the second factor decreasing customer concerns and increasing his trust is interaction.

The factor of knowledge and technological weakness is the third factor preventing creation

<table>
<thead>
<tr>
<th>Latent variables</th>
<th>Items</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>Confirmatory factor loading</th>
<th>Cronbach</th>
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<tr>
<td>Information intermediary</td>
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<td>0.54</td>
<td>0.89</td>
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<td>Attitude toward brand</td>
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<td>4.2</td>
<td>0.55</td>
<td>0.93</td>
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</table>

Table 1. Main statistics
of trust and leading to avoidance from online shopping. In e-commerce, users’ familiarity and knowledge reduces the complexity of online shopping. It provides the possibility of better understanding of searching for products and services in selling websites thereby reducing complexity (Jensen, 2003). Individuals who have enough knowledge about information processing, know that it is possible for the salesperson to restore information from personal sources. Therefore, these customers who are aware of this negative usage of information might trust less in websites. On the other hand, it can be argued that customers who are more aware of what happens when using information might trust more because they feel that they have control over affairs. Thus, customers’ level of knowledge and awareness about information

Figure 1. LISREL analysis of the developed model of avoidance from electronic shopping

![LISREL analysis diagram]

Table 2. Standard coefficient and significance statistics for six hypotheses of study

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path</th>
<th>Standard coefficient</th>
<th>Significance values</th>
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<td>Electronic reputation</td>
<td>Trust</td>
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</tr>
<tr>
<td>Hypothesis 4</td>
<td>Technological and knowledge weakness</td>
<td>Trust</td>
<td>0.31</td>
</tr>
<tr>
<td>Hypothesis 5</td>
<td>Lack of interaction</td>
<td>Trust</td>
<td>0.34</td>
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<tr>
<td>Hypothesis 6</td>
<td>Lack of trust</td>
<td>Avoidance from online shopping</td>
<td>0.14</td>
</tr>
</tbody>
</table>

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usage affects their level of trust. In addition, if they have information about security technologies, they will be able to control and investigate features of the website indicating its safety and form positive or negative attitude toward it. Hence, people with this level of knowledge of online shopping are more confident and trusts more in websites, because, they feel more comfortable with evaluation of an online salesperson.

It was revealed that store reputation is the fourth factor affecting avoidance from online shopping. Reputation is the result of trustable behavior and plays an important role in decision making of an individual desiring to have an electronic transaction (Hosmer, 1995). Reputation is an information source which decreases doubts and guides decisions toward trust in another group. Also, it is a potential factor for electronic transaction. There are new challenges for managing reputation strategies in electronic markets because changing identity is comparatively easy and the costs of online data collection and distribution is very low (Kollock, 1999). There are two ideas for reputation among retailers. First, retailers who use internet as an extra distribution channel to introduce physical and tangible product brands to new customers; second, pure internet retailers who are losing their customers in a new condition because they are not reputable. These retailers need to guarantee electronic reputation. In this regard, newcomers of electronic markets can cooperate with reputable companies and add to the number of their business practitioners. For example, they might participate in an electronic market or network established by a known portal.

Information intermediary is the fifth factor influencing users’ avoidance from online shopping. E-commerce has had a disintermediation and a re-intermediation process (Turban et al., 2006). Intermediaries play different roles in internet such as presenting valid information about websites that have shown safe behaviour in the past and have respected customer rights. Since reputation in cyberspace is different from that of actual space, recording and offering the behaviour of online salespeople is an important criterion. The intermediaries are able to insure the transactions. In this regard, government-supported companies must be established whose main mission is supporting the rights of consumers in cyberspace. If the possibility of cooperation between information intermediaries and these companies is created, and they become able to connect their databases, many concerns of consumers regarding online shopping will be solved.

Finally, this study found that lack of trust as an endogenous latent variable is very influential in avoidance from online shopping. Owners of internet business must pay special attention to formation of trust in 3 stages: first, trust in the internet and one specific website; second, trust in the information offered; and third, trust in delivery, service, and support (Castaneda & Francisco, 2007). In addition, this study, in line with Bramall et al. (2004), found that Iranian customers only trust in websites that have physical stores in the city. In fact, it is expected that having a positive experience about physical store positively affects trust in and shopping from the website. Therefore, having a physical central office is very effective in creation of trust and decreasing avoidance from online shopping.

There is a close relationship between trust and online shopping. Thus, policy-makers must attempt at establishing infrastructures leading to trust. In Iran, there is no organization for issuing internet certificates which contribute to create trust in online businesses. For this purpose, it is necessary for the government to make strategies for establishment of such organizations. This study suggests that websites must adopt practices that have been piloted in traditional markets such as ISO certificates. Standard logos and marks issued by licensing organizations indicate a kind of guarantee on the part of the government and create a positive attitude in the customer toward the organization.

This study has some considerable limitations. Although the study has explained items of avoidance from online shopping with good factor loading statistics, it must be considered that the sample size of this study is limited to
263 and it is possible for other sections of the market to show different behaviour about avoidance from online shopping. Second, although this study is the first attempt for finding the factors of online shopping and provides some insights toward this concept in Iran, it is necessary for future studies to develop research in this area for better understanding of factors of avoidance from online shopping. This study established a new research field for those who are interested in working on internet publishers (internet companies) and to follow consumer behaviour in cyber space.

CONCLUSION

The objective of this study was to provide some insights into why Iranian people avoiding shopping on the internet. In pursuing that goal, a theoretical model of online shopping avoidance was synthesized from theoretical traditions of representative body of the diverse reference disciplines. A questionnaire was developed and administered to validate much of the hypothesized model and to suggest additional implications. Possible contributions of this study are fourfold. First, it is the first attempt to develop a comprehensive model of avoidance from online shopping in Iran. Second, the theoretical model of the present study is both based on a content analysis, which explores and collects the main items of avoidance from previous studies, and on a comprehensive theoretical model. Third, it not only introduces the most important factors affecting avoidance from online shopping, but also ranks and introduces the items of each factor. Fourth, this study offers a valid modern scale for measuring online shopping. The main difference between this study and previous ones is that in this study confirmatory factor analysis and path analysis is conducted by LISREL, and the structural model of avoidance from online shopping is proposed for the first time.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This study has some considerable limitations. Although the study has explained items of avoidance from online shopping with good factor loading statistics, it must be considered that the sample size of this study is limited to 263 and it is possible for other sections of market to show different behavior about avoidance from online shopping. Second, although this study is the first attempt for finding the factors explaining avoidance from online shopping and provides some insights toward this concept in Iran, it is necessary for future studies to examine Iranian users’ behavior empirically. Finally, this study provides a new research field for researchers who are interested in working on Iranian internet publishers (internet companies) and to follow consumer behavior in cyber space.

REFERENCES


