Contents lists available at Sjournals

Scientific Journal of REVIEW

Journal homepage: www.Sjournals.com

Review article

Influencing factors on consumer behavior in online purchases

B. Saeidipour[a],*, R. Minaee[b]

[a]*Department of Educational Sciences, Payame Noor University, I. R. of IRAN.*
[b]*Department of commercial management, Kermanshah branch Islamic Azad University, Kermanshah, IRAN.*

*Corresponding author; Department of Educational Sciences, Payame Noor University, I. R. of IRAN.

A R T I C L E   I N F O

A B S T R A C T

New technologies, and at their head, information technology aspects of human life, have changed. So that every day we are witnessing the emergence of a new and innovative system, which quickly replaced the previous model, and their effects on the leaves. Maybe we can network, IT can be very obvious, that with their rise rapidly in various fields, has led to the transformation. Today, many businesses based on Internet, and are growing rapidly, and every day the number of these businesses is increasing. However, the secret to success in the new world of business today, a detailed understanding of consumer behavior is, as far as we can with the knowledge of consumer needs, desires and demands to him, in order to meet organizational goals. Consumer behavior is also influenced by internal and external factors are. Information technology on consumer behavior is influenced through various means, including easy and convenient access to the information he may have. Consumer, through the facilities of the IT business, and today serves a much smarter and more powerful, and consumer behavior is that organizations will be affected. In this study, we tried to have a library of information, consumer behavior, examine the internet shopping.

© 2014 Sjournals. All rights reserved.

1. Introduction

Consumer behavior, one of the main issues that the research focus has been on consumer behavior, is. "Consumer Behavior, dynamic scope, and it is very interesting to study. The first publications, in this case, is related to the year 1960 " (Movn and Minor, 2009). Most of the early studies, the study of the principles of psychology, has been in advertising. " Consumer behavior is the study of all the processes of selection, use, withdrawal of products and services, experience or ideas by individuals, groups and organizations, in order to satisfy needs, and to investigate the effects of these processes on the customer, and society pays " (Hawkins et al, 2006). In other words, " Consumer Behavior as units of purchase, and transaction processes, involving the acquisition, use and withdrawal of goods, services, experiences and ideas, is defined as " (Movn and Minor, 2009). Wilkie and Salmon, consumer behavior, have defined " physical activity, mental, emotional, and when the people choose, purchase, use and dispose of goods and services to satisfy their needs and desires, they do " (Golchinfar and Bakhtayi, 2006). These definitions include the concepts that represent the relationship between consumers behaviors, marketing is. Including the (transactions) in order to satisfy needs, the concept of market and marketing leads. Peter Drucker says "Marketing the Performing all business, from the point of view of the final result, ie the consumer point of view" (Movn and Minor, 2009). Since, in marketing terms, we will talk about in more detail here, this is enough. The definition of consumer behavior, the behavior of the acquisition, which explores factors affecting the choice of goods or services by a consumer pays to start, and seems to be taking steps, in this section, how to use the goods and services and experiences gained, by the consumer are analyzed. Finally, during the withdrawal process, the consumer is the fact that, after using the product, it will work, make decisions, and as a result he was satisfied with goods or services will be determined. According to consumer behavior includes 5 steps: " 1 - Identify the problem 2 - searching for information, 3 - Evaluate Options, 4 - and 5 purchase decision - after purchasing behavior " (Constantinides, 2004). Study of consumer behavior peeled, of particular importance in deciding how managers and consumers have. Marketing processes, is dependent on an understanding of consumer behavior, and " having sufficient knowledge of consumer behavior, a reliable guide to the marketing activities of business organizations and nonprofits are " (Hawkins et al., 2006). Accordingly, the organization can survive only when they are able to consumer needs and desires, with accurate and comprehensive understanding of the other side (the client) meet. Therefore, the importance and applications of consumer behavior can be summarized as follows : 1 - Marketing Strategy (Consumer behavior is the basis of all marketing strategies), 2 - setting policies and regulations (public policy), 3 - social marketing and altruistic (to use marketing strategies in order to create and change the behavior, targeting a positive impact on individuals, groups and communities aimed) and 4 - promoting community awareness (increasing our understanding of ourselves and the environment around us, using studies of consumer behavior). Consumer behavior is influenced by external factors (eg, cultural, demographic factors and social status, reference groups, family, and marketing activities) and internal factors (eg, perception, learning, motivation, personality, emotions, attitudes and beliefs) placed. Said elements on the decision making process, and finally are influencing the formation of consumer behavior and experiences learned from it, too, will affect future behavior. In the following, a number of factors affecting consumer behavior by saying, we will.

2. Factors affecting consumer behavior

2.1. Factors affecting the outer

Influence of external factors, the cultural factors, demographic, reference groups, family, and marketing activities mentioned.

A) Cultural factors, "culture is the concept of integrated and complex, and includes knowledge, belief, art, law, morals, customs, and many other habits and capabilities acquired by members of a society." Cultures, mainly the framework for the conduct of any person to make, and the manner of functioning of institutions, such as family influence. In a culture, a style similar to other members of the individual thinks and behaves. Within the culture, behavior, creating "normal" is called. Norms, cultural

values are derived, which include strong beliefs is that everything fit, and a collector favorite has to consolidate. "Norms, rules are essentially that, in certain situations, certain forms of behavior are identified, or prevent their formation and occurrence are "(Hawkins et al, 2006). Since the cultures on dimensions such as demographic factors, language, nonverbal communication, and the values are different, consumer behavior is also influenced by these differences can take various forms, and it is necessary According to this, a good marketing strategy should be developed.

B) Groups ' group consists of two or more persons, norms, values and beliefs are shared and relationships are defined explicitly and implicitly, to interact with each other, so that, to a large extent its behavior. are linked. " But the reference group and role definition is different. " Reference group is the group of people, it is assumed that the basis of the current behavior of the other person, form. In fact, a group that, as it is a guide of conduct in a particular situation, to take the job. " People in group membership are different, but in each situation, only one group, accepted as a reference. Marketers, according to three categories, the classification groups are: 1 - Register: usually the members of each group have a more realistic sense of belonging to a group, 2 - Type of exposure: In the past, exposure in small groups, more but nowadays, with the Internet, a new form of groups with unique nature, via the Internet, are formed. This, as virtual networking, Internet will be examined and 3 - charm defines the extent of the interest and involvement of individuals, membership in the group. Based on this classification, marketers should attempt to influence the people are good, including through the establishment of associations related to the brand, or the role of reference groups. The reference group effects can be expressed in three dimensions, " 1 - Research: The impact is when a person's behavior and beliefs of the members of the reference group, as a given, much valuable information is used, 2 - norm when the expectations of the group, in order to get a direct reward or avoid punishment meets 3 - identity: When a person, group values and norms, the building has its own ". Based on these effects, we can make marketing strategies, including strategies, personal selling, and advertising strategies, planned and implemented. Another important issue, the role of opinion leaders, and the impact it has on behavior. People usually view or participate in the use by others of products or services, or to search for and obtain advice and information from them, and use goods and services are to decide. "Half of the people, before deciding to use a product or service they are seeking the advice and suggestions. % 40 of people feel that others often before buying, as they look to take advantage of their advice and guidance. Internet has helped, communication is a fundamental change, and the connection is an alternative to other traditional methods. That way, we can say, this connection even stronger role in communication between relatives and acquaintances, has taken on individual behavior. This mode of communication has helped to create word of mouth marketing, which is very valuable for companies. For some people, filtering, association or provide related information, products, and brand names of family members, friends and colleagues is a normal activity. Such people, opinion leaders have ruled. Opinion leaders in specific areas, to actively seek out relevant information addressed, it will be evaluated and analyzed, and their interpretations, are transferred to your group. Situations and circumstances in which opinion leaders are formed, as follows: " 1 - when a person intends to seek information from another person comes on, 2 - when a person voluntarily, their information with others splits and 3 - as a byproduct, the interaction of group members ' "(Hawkins et al, 2006). Opinion leaders often specialize in a specific product or activity, and a mixture of long obsessed with a particular category of a product can be established. They are more social, better and broader relations with other people and more of them are in contact with media related. They are a vast amount of information on a wide range of products and services, stable and unstable, and that the purchaser centers. In addition, the quality of products, regular price merchandise, goods and other related features as well as access to other information consumers provide. Because the role of opinion leaders of a product or service, product and service to others is different, we carefully evaluate their role in a particular situation, and on the basis of the marketing strategies used to achieve possible.

C) Family: "The family is the core of the purchase and use of more consumer goods." Many shopping behavior, family forms, as well as most goods and services for use in households is purchased. The issue that every family in their life cycle, what is the situation on consumer behavior, it is very effective. "Family life cycle, the perfect tool for market segmentation and the development of market strategy." for this reason, appropriate marketing strategies which also include different decisions in the family, subject to

certain conditions and characteristics that can influence the behavior of households. The role that often occurs in family decisions can be made in terms of who needs to recognize that provides information on the assessment and decisions impact the final decision taken will buy, do, and ultimately major consumer of goods and services, it can be classified as "beginner, gather information, influence, decision-makers, buyers and users." Accordingly, the marketing plan and its success, must be careful to specify that, where a family member, what role are responsible for the purchasing process. Similarly, the motivations and interests of each member of the family, consider, and develop a marketing strategy in a way that the needs of each individual family, meet. Marketing strategy without understanding these processes, you will not succeed. Individuals within the family, as well as consumer socialization process within sectors, in which the "skills, knowledge and attitudes relevant to their tasks, as consumers recognize the market "(Hawkins et al. 2006). During the socialization process, consumer learning is done in three categories : 1 - skills associated with the application: which includes the abilities and skills that are required to purchase, 2 - associated with consumer preferences that includes the knowledge, attitudes and values are different when an individual assessment of the goods, brand names and different stores, it is 3 - attitudes associated with : the cognitive, emotional and individual attitudes and orientations toward stimuli market environment is such ads.

D) Marketing activities: Marketing is an important factor influencing consumer behavior and the factors separately, will be discussed. The important thing is that marketing campaigns should target the market values of the society and be consistent. Cultural values of the society, can be included in three categories : 1 - non- realistic values that reflect society's view of the appropriate relationship between individuals and groups within the community as belonging to the family of finite or infinite, 2 - values realistic environment : a reflection of community relations, environmental, economic, technical, and physical, such as risk or safety -seeking and third - individualist values that reflect the goals, attitudes and desires of every member of society, in life is like hard work or desire to relax and have fun, be classified. Marketing activities can also be based on gender and gender roles, and segmenting the market place, and as already mentioned, through the influence of reference groups or opinion leaders, desired goals, target market finds. This issue is addressed in social marketing, the "concept of marketing strategies and tactics in order to create or change in behavior, and the consequent positive impact on individuals, groups and communities is the goal " (Hawkins et al, 2006). Obviously, not all marketing strategies required to achieve an accurate understanding of consumer behavior.

2.2. Factors affecting the internal

The internal factors can influence the perception, learning, memory, motivation, personality, emotions, attitudes and beliefs mentioned.

A) The nature of perception: information processing activities that, through them, the stimuli perceived by the audience, the transformed data, and finally stored in the mind. "Information processing models include several steps: 1 - Exposure of data, 2 - to attract attention, 3 - and 4 data interpretation - Memory." The first three models, the process is called perception, which is largely a choice. Information processing, which ultimately led to the decision to purchase and consume, in other words, consumer behavior shapes. A person's goals, and the information need to achieve these goals, a function of the current life style, lifestyle, her favorite, and the future of short-term incentives, such as curiosity, etc., and most of the individual stimulus they are confronted with the outcome of his choice, and so informed, takes place. People exposed to a multitude of stimuli in their environment, but only when attention comes, irritant, irritate the nerve receptors, so that, sensible for further processing in the brain, he added be. The effect of stimulants depends on three factors: "1 - stimulating factor, 2 - a, 3 - position" (Hawkins et al, 2006). Stimulating factors, the physical characteristics of the stimuli, which were the most important, we can measure the intensity, frequency and repeat banners, color and movement, position and location, format and organization of messaging, charm and Size data cited. All these factors can stimulate individual interest him, and on his understanding of consumer behavior, and ultimately his influence. Individual characteristics, interests, and needs mainly to two factors: he is interested in reflecting the overall style of life, long-term goals and plans (plans for a future job), and short-term needs (hunger) individuals. People looking to search and explore information related to their current needs and interests, and marketing, to this need by developing Internet advertising banners and intelligent response

is to say, his behavior led to the expected direction. Operating position, the attention is impressive, and includes environmental stimuli that more stimulus as its main product, promotions and features depending on the amount of goods and services in the shopping environment impact, such as the impact store environment, or a web site that provides opportunities. Then attention turns to interpret the message appears, "that means assigning meaning to the message is perceived and received" (Hawkins et al, 2006). Interpret messages can be cognitive or emotional. In cognitive terms, the stimuli are semantic category and categories, and accordingly, the goods and products, to assess these groups can be assigned. The interpretation of emotion, feeling or emotional reactions, such as the ad is motivated by the stimulus. Whenever a person is faced with a new product or brand, in the beginning, it seemed too sensational, are classified. The interpretation of the message, as well as personal characteristics, such as learning and expectations, are crucial. In addition, the characteristics of the situation, the stimulus will lead to a different interpretation.

B) The nature of learning: "learning, an essential component of the process is taking. In fact, consumer behavior is largely a learned behavior. People, many of the attitudes, beliefs, values , interests, attitudes, preferences and desires, symbolic meanings, and feelings through their learning process gain. "It's beyond comprehension, and processes related to memory set to take place continuously, and can consciously or unconsciously change is learning. Learning experiences through various means such as family, media and advertising, they are individual, and lifestyle and consumer behavior make him subject to change. Marketers also attempt to ensure that the customers about the presence and nature of the products in the market have learned things, a means to achieve long-term competitive advantage. "Learning is a sentence, any change in the content or organization of long-term memory, or behavior" (Hawkins et al, 2006). Learning, in terms of importance, it can be used in situations requiring high involvement or low participation and intellectual engagement buyer is a function of interactions between factors stimulating position. Learning theory, the two main categories that are, or have cognitive or act based on conditioning. Conditioning, learning is based on a combination of stimuli (information), and response (behavior or feelings), the cognitive or perceptual learning, all the mental activities of people during work activities to solve problems or adapt to situations is included, and includes concepts, attitudes and the fact that the ability to understand the reasoning and problem solving in person, without the amplifier, or have direct experience increases. This type of learning can include learning from repetition, modeling, or learning, is based on the argument "(Hawkins et al, 2006).

C) Memory: Memory can be a final wrap-up of previous learning experiences and include a definition of short-term memory and long term memory is. These are not two separate short-term memory is the active part of memory. Short-term memory access time data analysis or understanding of it, and why the same thing, it's called thinking. During the processing of information in short-term memory task is done: "1 - Detailed activities, using diaries and historical data and 2 - repetition and practice, in order to maintain the memory of the mind." Detailed activities of experiences, values , beliefs, and feel used, and may also add the information, and ultimately be saved. Repetition and practice, to give information to long term memory, will be used. This process, which helps marketers, through repeated exposure and individual branding or advertising, in the form of mental images is that her guidance is consumer behavior. Images, the sensory aspects include ideas, emotions and mind are objects. It should be noted that many marketers make dramatic activities, activities related to the mental attitude of the consumer, who ultimately decide to buy him, will follow form. Long-term memory includes unlimited storage and permanent information. Here is what marketer's attention, memory, meaning, and feeling a sense of basic knowledge about a concept or a theory, which represents the individual's understanding of an issue or event is. Another type of memory, which is considered by marketers, memory is the stage, and they are trying, the memory of the sequence of successive memories is of the mind to awaken. In this way, we can revive the memories of the experience of positive feelings, the mind is created, the brand established a strong relationship, and a special effect on the behavior of individual consumers, on the left "(Hawkins et al, 2006).

E) The nature of motivation: Another factor, the formation of consumer behavior, motivation. "Motivating force that strengthens behavior and behavior determines the direction and purpose." In other words, motivation can be described as the behavior of the engine. Motivation can be reasons why a person's behavior makes clear, and as an internal and invisible force that behavioral responses, individual

responses will determine the direction and purpose, act. Several theories of various aspects of the problem have focused on motivation, including its most famous; the hierarchical approach is required, which is presented by Mazola. He needs, in an overview of several classes, including physiological needs, safety needs, belonging needs, the need to respect, and, finally, at the highest level, the need for self-actualization, is divided. Accordingly, he believes that, in all cases, a similar pattern of incentives, and the incentives of lower levels of satisfaction, so one of the more important reasons to move. Another approach to the problem of motivation, by Mac Gayer, in the form of psychological impulses is discussed. Classification system, which he has created incentives, marketers can, incentives in different situations, the more involved the use or purchase of goods, to segregate. In studies related to marketing management and consumer behavior, the importance of this issue, as it will depend on that, " managers need to, those incentives to consumers through products or brand names, are satisfied, discover and marketing mixes to suit them to build "(Hawkins et al, 2006). No doubt, purchasing incentives, which can be clearly evident to the consumer and the marketer is known, or that, if there had been unknown to the consumer, or the way she refuses to accept it.

D) Character "is the character of an individual's willingness or Special Interest, Special to react when facing similar situations." In fact, personality, behavior and consumer choice, to achieve the purpose for which he composed, and it is unlikely that a person in similar circumstances, to perform a particular behavior. Specific ways to respond to situations in the responses, and responses to his marketing strategies. Many theories, the characters are introduced, including the theories of individual character, on which a personality trait, a trait associated with understanding the behavior of a set of individual highlights a character or a personality theory that, it pays to check the number of features, the combination of them, the main character is formed. This theory offers a more complete picture of the character, because many more indicators than a single trait theory will be considered. All these theoretical discussions, the two default share: First, all people have innate qualities and traits, and second, that the above properties, are different, and are measurable. Personality has a significant effect on consumer behavior because consumers often the products they use, which is consistent with their personality or their character weakness, covers "(Hawkins et al, 2006).

3. Consumer decision process

As noted above, consumer behavior, in accordance with the individual and his lifestyle, which in turn is influenced by factors that are internal and external, in order to meet the individual needs him in position to make decisions, to take into offers. Factors influencing the situation, all the factors which make a general knowledge of the individual, the individual characteristics of the stimuli did not comply, but now he will have a special effect on behavior, are included. In other words, every position, a series of external factors, and derived from a person's behavior, or features of a stimulus (eg advertising), which is a form of consumption, such as buying a product, it reacts.

As the Diagram No. (1) is specified, the consumer, includes classes of positions as follows : 1 - Location of communication : where consumers can obtain information that will impact on their behavior, 2 - Local Purchased: here, there are circumstances in which the choice of the product by the consumer, may affect 3 - User Location and use: Obviously every Cal, or, or service depends on user type and situation can have a different situation in terms of consumer understanding of the situation, to perform marketing tasks, it is important and 4 - positions withdrawal : Here, we are faced with the problem that, after consumption, it should do Answer this question, we will assist in the proper conduct marketing activities.

Situations described above, the position of features such as physical characteristics, social environment, the landscape, condition, why buy influence. These features, combined with marketing activities, the impact on the individual, his position response, or in other words, the decision will be.
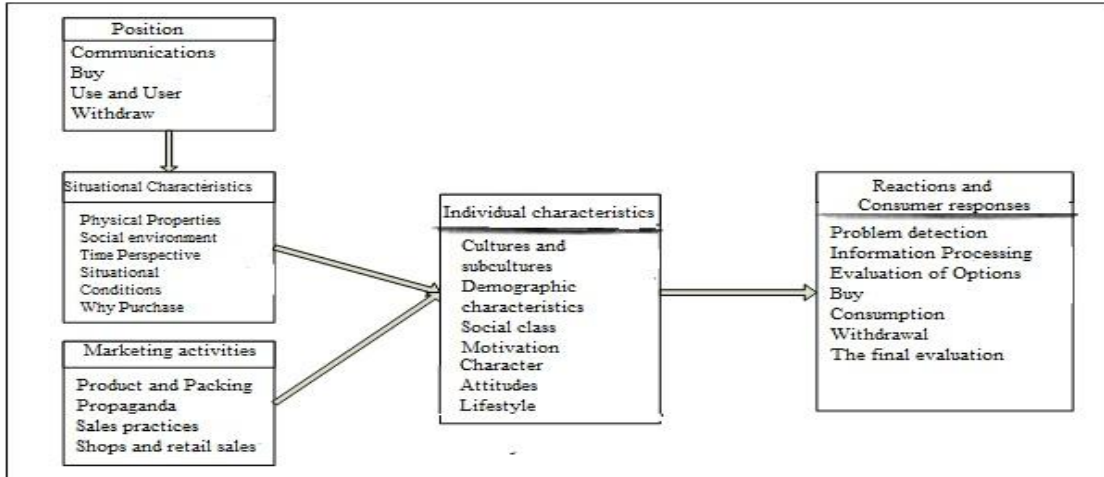
Fig. 1. Interactions position, according to marketing activities, and personal property, in order to shape a behavior (Hawkins et al, 2006).

" Many of the decisions made by consumers, a brand focused on features, but it focuses more on the emotions associated with the acquisition and use of a brand name or the environment, where the product was purchased, and the is used. " Individual decisions based on mental conflict, meaning the level of interest in buying, due to the need for a specific purchase, irritated, can face decisions limited or broad categories will. Formal decisions, equally obsessed with the buying process, are negligible. This type of decision making, buying, or related to brand choice, maintaining loyalty, or make decisions that will lead to repeat purchase. In this type of decision, recognize a problem purchasing, and relying on the internal search, in his memory, trying to find a solution for it. Wide decisions, we see a more complex process, internal and external information search, carefully made, and various options are being assessed. After purchasing the complete evaluation there. This type of decision, the mental conflict is high. State between these two decisions, the decision is limited "(Hawkins et al, 2006).
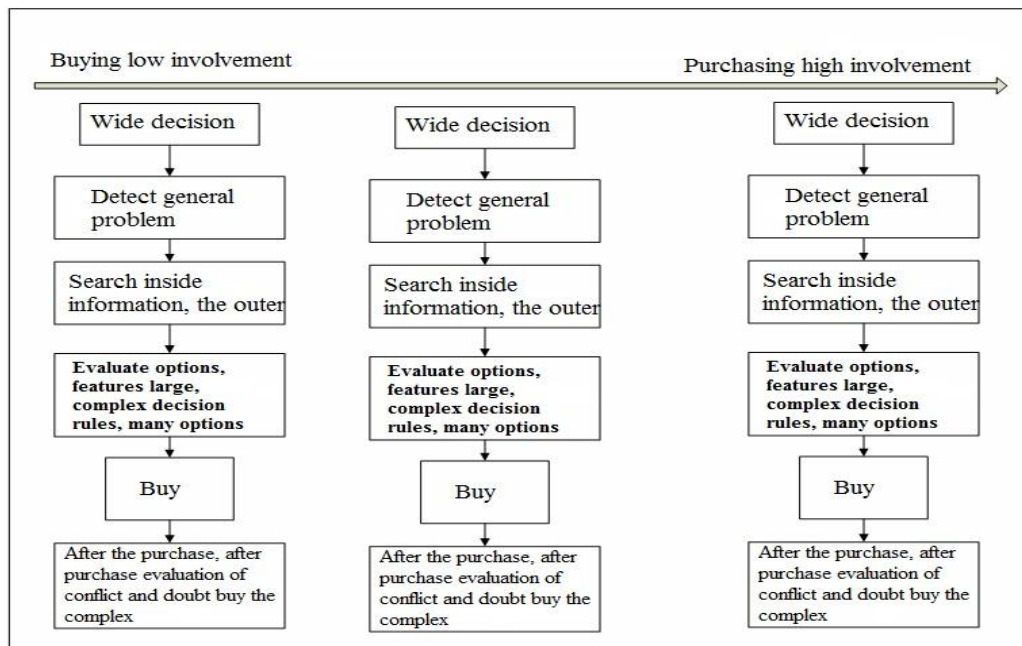

Fig. 2. mental conflicts, and the types of decisions (Hawkins et al, 2006).

In an overview, the process of decision making process: problem recognition, information search, evaluation of alternatives, purchase and post- purchase evaluation, he said.

A) The problem of the detection process: the first stage of the decision process, recognizing the problem is. Which is "acquired, the difference between the desired state, and the state, to stimulate, strengthen and activate the decision process is sufficient." Ideally perception of what a person is interested and willing to being in that situation, and the situation is too perceptive of what the current situation feels. Without a sense of difference, a person will need to decide, because the problem is not identified until a decision is required. If the individual were no significant differences between the current and desired state, the detection process to find the problem. His willingness to solve the problem, the relative importance of, and the amount of the difference between the desired state and the current will be. The problems consumers are facing, or are known to him, and the words are active, or that it had no knowledge of any kind, and the question is disabled, the issue of shaping strategies marketing is for each group of issues. Marketing managers need to know about consumer issues, and the marketing mix, in order to solve the problems of development or change. This activity can be achieved through the development of new products or modify existing products, distribution methods, or changes in pricing policies, and must use appropriate methods of advertising and promotion. The rapid growth of Internet stores is one of these policies, the appropriate response to the problem of consumers about their limitations, in terms of space and time "(Hawkins et al, 2006).

B) Information search: the problem is diagnosed, a person trying to find a different way to solve it is, if he can, to help the long-term memory, through inner exploration data, it does. Also, the search for external information, or search out information from different sources can also, if they do not find solutions appropriate internal action. External information usually includes the following : " 1 - beliefs, attitudes, structures and emotions, friends, neighbors, acquaintances or even strangers who a person is in contact with them in the Internet environment, 2 - Technical information, that person through articles, books, websites, and makes personal calls, 3 - direct experiences of other people, using observation, testing and product inspection and 4 - information marketing, advertising, websites, exhibitions, as well as by its own sales force, offer. " What people search for external information, or follow the inner can be used to select appropriate assessment criteria, selection of potential solutions, as well as a good selection of features. The search for information based on the type of decision-making takes place. Wide decision, it is the exact shape of the barn, but the formal decision procedure completely, will follow (Hawkins et al, 2006).

C) Evaluate and select the next step in the decision process, how consumers choose from among options that, after searching for information to solve a problem that has been faced with, is. Although it is based on rational choice theory, it is assumed that the consumer makes the optimal choice, and perfectly reasonable, and preferences has been firmly established, but in reality consumers are subject to bounded rationality theory, this that limited capacity for processing information, and have different goals with the best options, and other benefits of the product they are searching for. The process of consumer choice, can feel emotions, attitudes or choices based on known features. "The decisions that are formed based on sentiment, the consumer, based on what he feels, decide "(Hawkins et al, 2006). Chosen based on the features consumers have a number of special features product information, be it about any of these products, and brand names will be compared. Chosen based on attitude, overall consumer attitudes, perception of the product, and is based on his revelation. Marketers must have the ability, based on consumer decisions, develop and implement appropriate strategies. Most decisions require an assessment of their product. Evaluation criteria may include dimensions, features and benefits, and the consumer in response to a specific question, will be searched. However, the criteria for assessment of product benefits and costs are associated with it. For marketers, it is important that consumers understand the criteria, the relative importance of each of them, and that his interpretation of the measure, obtain, according to its marketing strategy should be developed.

D) The purchase process: the consumer detects a problem, the information needed to solve the search shall, from among the options, the valuation choose knocks, and then turn to buy it. "During the process the buyer to decide which type to buy products, they buy decision process "(Saeednia and Bani Asadi, 2007).

D -1) Models Shopping: shopping behavior, we can show that the model components, extensive knowledge known about it regularly expressed. Among others, we can mention the following models: "1 - Cutler purchasing behavior model, and 2 - buying behavior model Engel Blackwell NAC "(Saeednya and Bani Asadi, 2007). Model Cutler, has four parts, including marketing stimuli, stimuli big black box buyer, and buyer reaction. In the model, drivers prompted the decision making process, then consumer behavior as a reaction will occur.
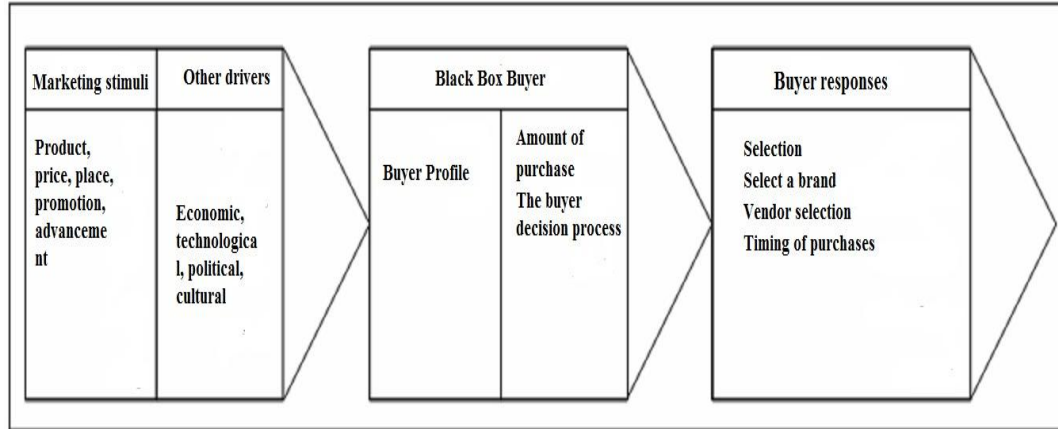

Fig. 3. The model of buying behavior Cutler (Saeednia and Bani Asadi, 2007).

Howard model, although the conversion process certain data, in response to marketing stimuli, such as driving, shopping or other behavioral responses through learning is discussed. NAC purchase behavior model Engel Blackwell, consumer behavior, attention has to be organized. This model editing of multiple channels in order to optimize and transparent relations between all the components have been used.
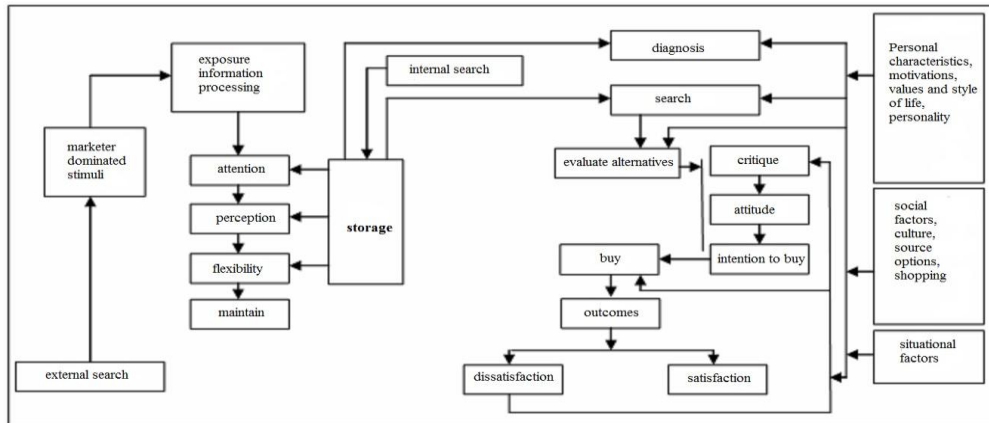

Figure (4): a model of parasite behavior NAC (Saeednya and Bani Asadi, 2007).

As the model is specified before the message is used, the consumer should be " 1 - it is about 2 - to receive messages, to allocate information -processing capacity, 3 - to stimulate and motivate interpretation, and 4 - and 5 will be encouraged by incentives - by converting and transferring incoming messages and data of long-term memory, keep » (Saeednia and Bani Asadi, 2007).

D -2) Features Shopping Center: Today, many vendors, both traditional sale, or deliver goods in shopping malls, and commercial Internet use. A shopping center, whether traditional or online, must meet the impressive features, to the consumer, based on his criteria, evaluation and purchase selection. Among these features, the image is store in the buyer 's mind, perception and conception, which means that he store all relevant features such as quality, price, sales personnel, customers, advertising, reputation, and cases of this holds. Product appearance, whether in physical or online form, it is also the case that the buyer's image will be affected. Another related feature, the image of the store buyer, the

brand is. In the stores, they offer a variety of brand names, but now, his brand stores, many of the products it sells. Commercials as well as feature influential are the buyer's mind. Advertising impact can be seen in the chart below, this is the customer after seeing the ad, and go to the store, what behavior are shown.
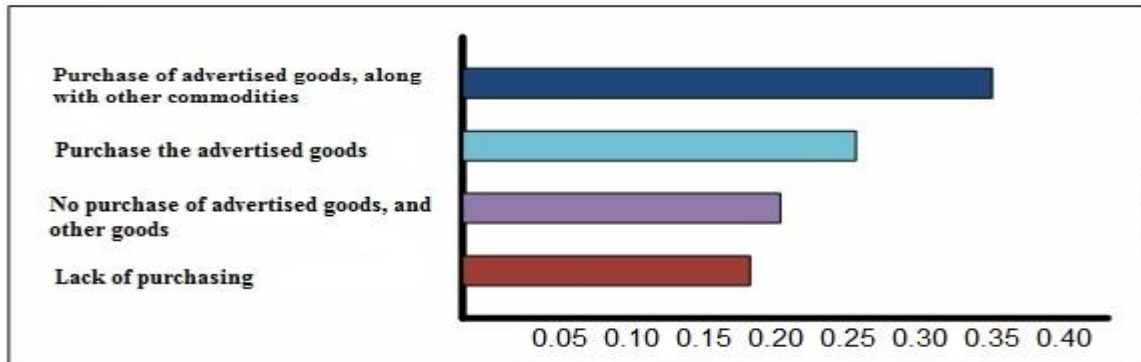

Fig. 5. Refer customers to the store, after seeing the ad, and purchase various goods (Hawkins et al, 2006).

Another feature of the consumer at the time of purchase, location and size of the store. People in the same position, department stores and close, prefer. This model is attractive as a store, is investigated. Subject physical proximity stores, as measured by the consumer's mental and physical effort, for access to the shopping center, is considered, and the size of the store, as a factor in improving the trading process. Operating time, and save it on a location where the consumer is willing to buy it, is effective. To all these, a product of his mental involvement, should also be added. Internet stores, hence the restrictions of time and space, are greatly relieved, to ease the purchasing process for consumers, who have helped, and this is one of the factors in the development of their been. But it should be noted that its consumer features, may be effective in selected shopping centers, including the perception that he is purchasing risks. In this sense, traditional stores, may lower the risk, compared with the virtual store, the consumer is entitled. Another characteristic of the consumer is shopping orientation, which is located on the motivations of centralized purchasing. Completion of the purchase process: The last part of the purchase, exchange process that leads to the purchase or lease of the product. In this process, the traditional purchases, usually done without delay, but purchasing via the Internet, may, for reasons not finished, and not completed, because the sense of risk, at the time of ordering. It should be noted that all activities of importance, for it is that, if the consumer is in a position to buy, then it should also ease the process of communication with the consumer, to the stage of completion of the purchase process, effectively and effectively maintained.

E) After purchasing processes, commitment and satisfaction of the consumer: consumer behavior can be divided into three groups, before buying behavior, purchase behavior and post- purchase behavior. In fact, after the sale of the product to the customer, should not be considered complete contact with her , but, continually and effectively in contact with the consumer. The goal of customer relationship management, higher levels of satisfaction, commitment and adhering to customers, resulting in customer retention is key. The relationship between the consumer buying processes, then, can be seen in the following figure:
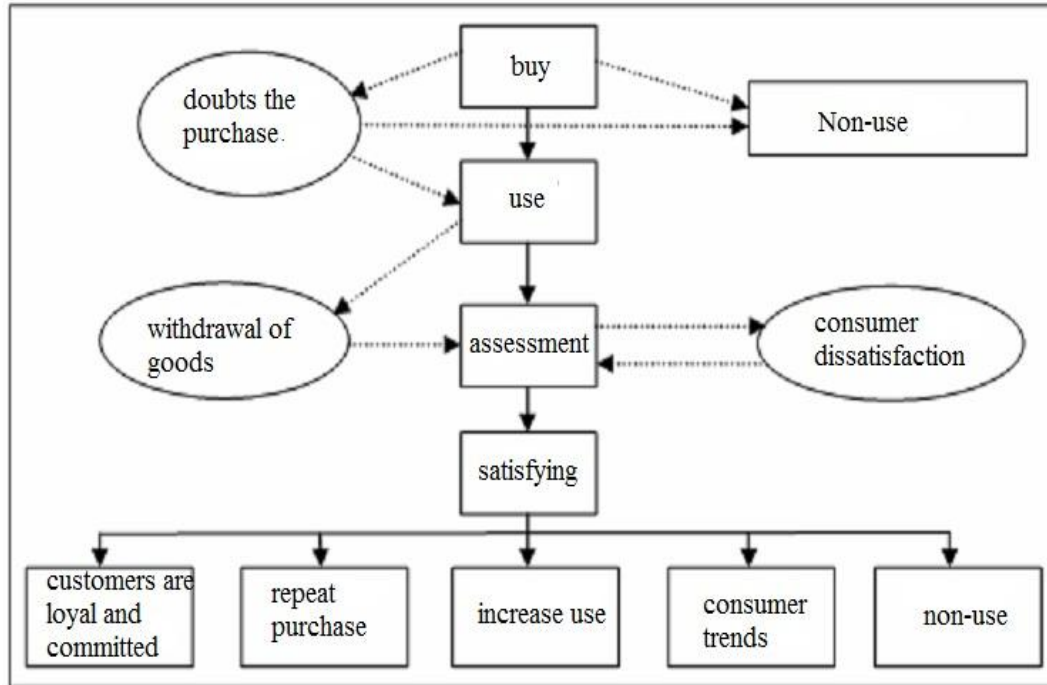
Fig. 6. After purchasing behavior of consumers (Hawkins, 2006).

However, further purchases will lead to consumers, but they also have a bunch of useless stays or consumers about your purchase, are skeptical. Sometimes the buyer can return the item purchased. "In the long term, and then buy the product purchased by the consumer over, it will be evaluated. If the result of this evaluation, the consumer is not happy, is cause to complain. Appropriate responses and reactions, the seller can come to the unhappy, to destroy "(Hawkins et al, 2006). The result of this process, the content provider or the consumer is not happy that his willingness to repurchase and Brand Loyalty forms.

E -1) anomalies after purchase: "Worry, doubt, and sometimes regret after buying consumer malformations after purchase, call "(Hawkins et al, 2006). Despite this anomaly, and the amount the consumer can result from such factors as the amount of foot classification and irreversibility of commitment to purchase, 2 - the decision from the perspective of the consumer, 3 - and 4 difficulty selecting the option - orientation the person concerned, if after purchasing. Abnormalities after the purchase, more the result of this is that the consumer is choosing and purchasing a product, its features by other products could be obtained, is denied. And this, with his desire to possess and acquire the property, is inconsistent. So, a decision that requires the involvement of the buyer's mind, and requires extensive decision is, the more abnormalities after purchase, are suffering. The consumer can then buy, the lower the amount of purchases, increasing your interest, purchased the brand, decreased interest in other options that it has bought, and otherwise, by changing their purchasing decision or return purchased goods, reduce the amount of deformity after purchase.

E -2) use or non-use product, many consumers will use the product purchased. However, marketers must understand the reasons for using the products. Understand this; it can produce good products, good sales, as well as giving confidence to the consumer, the right to buy his very useful and effective. All purchases will be done, but not necessarily to the buyer of the product, does not end. Failure to use the product, when the purchaser purchased the product, do not use, and puts it aside. Non-use of the goods can be changed depending on the position, or when problems occur, and buyer product, keep for future use.

E -3) Evaluation buying, and customer satisfaction: consumer buying process is affected by the malformation of the purchase of goods and its withdrawal, your purchase will be assessed. Overall consumer satisfaction can be formed gradually over time, and include his satisfaction of the purchasing

process (including the availability of the necessary information, and satisfying shopping experience from the purchase of goods), or consent from the these components, such as a product can influence satisfaction of other components, such as sales personnel are properly connected. In relation to the concept of customer satisfaction, different definitions have been proposed. "Cutler, customer satisfaction as the degree to which the actual performance of a company to meet customer expectations, defines. According to Cutler, if the company meets customer expectations, customer satisfaction, or otherwise, does feel dissatisfaction "(Divandari and Delkhah, 2005). Gamal and Nasser, customer satisfaction, a feeling or attitude of a customer towards a product or service, then use it to define. According to them: "customer satisfaction, marketing activity is the main result, as the communication between the various stages of consumer buying behavior, acts." (Naser and Jamal., 2002).

When the buyer chooses a particular option, he is picked up, the option of other, better and more affordable, and therefore, the product, it expects a certain performance. Consumer, after using the product perception, it acquires. If customers are satisfied with a particular service, they likely will repeat your purchase. Customers are satisfied, as well as with others about their experiences, speak, as a result, the word of mouth advertising, are positively engaged. Conversely, dissatisfied customers may now disconnect your connection, and negative word of mouth advertising, are involved. In addition, behaviors such as repeat purchase and word of mouth advertising, directly to a company's survival and profitability, are affected "(Abdoli and Fereydoonfar, 2007)." Customer satisfaction is a result of comparisons before purchasing, the expected performance with actual performance perceptions, and expenses paid, to be gained." Satisfaction is a function of, the initial expectations of the consumer, the consumer's perception of her real, and the difference between the two. These differences can, of satisfaction and loyalty, and commitment to the brand (desirable) to include discontent. Consumer satisfaction and dissatisfaction can be the basis for decision-making behavior. Hence, marketers should not only provide good quality products, but consumers should have the right expectations. Importance of achieving customer satisfaction, one can question that, if customers are dissatisfied with what was happening, and satisfied customers are the benefits? "Research shows that 96 % of customer's never bad behavior and bad quality products, and services do not complain, and that 90 % of dissatisfied customers, are not. Each of these unhappy customers, their discomfort at least, says, 9, and% 30 of dissatisfied customers, more than 20 people carry their grievances. Also attracting a new customer is six times more expensive than keeping existing customers. Customer satisfaction is a benefit, and thus may be true, the connection of large sums over the years, the company would charge. Thus, interaction with existing customers, the search for a new customer is much less expensive "(Hayes and dragging, 1998). Discontent, can cause a reaction or lack of reaction in the consumer, which in either case, in his negative attitude toward the brand, and the product will create. If he shows reactive behavior, it can, through word of mouth, no advertising, no purchase, complaint or other similar activities undertaken. Today, because of dissatisfaction with the availability of communication technology, can quickly spread, why companies need consumer expectations, fulfill, and keep them satisfied, it should be done in two ways. : 1 - create reasonable expectations of the audience and 2nd - keep the quality consistent with these expectations. Customer relationship management system, consumers can get comments and solving their problems, creating dissatisfaction, and loss of future sales, will play a very important role.

4. Results

Growth of the Internet in today's world, many aspects of life and business has changed. According to figures released by the website "Word ASA Internet", Internet users to December 31, 2011, about two billion three hundred million people, and this means a growth of 1/528% of users, compared to 2000. be. According to the same statistics, Iran, with a population of over 78 million people, thirty-six million five hundred thousand Internet users, the Internet penetration, 9/46% of the population covers.

Table 1
World Population Statistics and Internet users in 2011.

Percentage of Internet users From 2000 to 2011	Percentage of Internet penetration	The latest statistics of Internet users	Internet users in 2000	Population in 2011	The World Region
2988.4%	13.5%	139875242	4514400	1037524058	Africa
789.6%	26.2%	1016799076	114304000	3879740877	Asia
376.4%	61.3%	500723686	105304093	816426346	Europe
2244.8%	35.6%	77020995	3284800	216258843	Middle East
152.6%	78.6%	235067546	108096800	347394870	North America
1205.1%	39.5%	235819740	18068919	597283165	Latin America
214%	67.5%	23927457	7620480	35426995	Australia
528.1%	32.7%	2267233742	360985492	6930055154	Stats World

Table 2
Population Statistics and Internet users in the Middle East in 2011.

Facebook members	Population in 2011	Internet users in 2000	Internet users in 2011	Internet users in 2000	Population in 2011	The World Region
Unknown	47.4%	46.9%	36500000	250000	77891220	Iran
5148240	14.8%	43.6%	11400000	200000	26131703	Arabia
2909860	4.9%	69%	3555100	735000	5148664	UAE
20247900		35.6%	77020995	3284800	216258843	Stats in Middle East

One of the reasons for the rapid spread of the Internet and increasing service which, by the way, is available and used, including the ability to perform activities of e-commerce and online shopping, as the third active Internet users, and other Internet-based businesses, which is a growing trend to be over quickly. "Buy online, quickly gained popularity and learning. For example, research shows that by 2015, the amount of online shopping via mobile will exceed 119 billion dollars and that 8% of total e-commerce market include "(Suki, 2011). Statistics provided by the Islamic Republic of Iran Post Company, representing 117 percent growth in traded goods, in the first quarter of 2012, compared to the same period a year ago, has been in the field of e-commerce. In the first quarter, 90 e -mail exchanged goods worth about 53 million dollars, and that figure by the end of June this year, has come to 115 million dollars. Well traffic couriers employed in this field during the last three months the first year (2012) compared to the same period last year, from 400 thousand the letter, the letter has reached to 540 thousand. This situation changes the lives of individuals, and consumer behavior, it is the work required in such an environment, understanding and study of factors affecting consumer behavior, and it is a process, and marketing plans, just in case understanding this behavior will be successful. The main factors affecting consumer behavior in online shopping, you can mix in marketing and internet marketing factors, risk and trust, and the role of online social networks, categories, the impact on consumer perception, and the

provide more value to him, the desire and motivation to buy, make him, and he will make the purchase, and if satisfied, the continuing acquisition also will lead. It should be noted that, every day, to see new technologies are much better ones that are already there, or existing technology, which provides resources should be used correctly, and in it, The study would be appropriate. In this study, due to the expansion of the Internet, the growth of e-commerce and online shopping and the importance of understanding consumer behavior and the factors influencing these processes and relations, the previous studies have been scrutinized, and the agents and processes known in consumer behavior in online shopping in the form of a conceptual model is presented. A model because it has been possible to complex factors and processes discussed simply display and take advantage of it, provided for the audience. In this conceptual model, the components of effective communication, it has been discussed more fully the principles of marketing and consumer behavior, is considered, and the role of other management systems, such as Customer Relationship Management System, has been considered. In our country, which travels on the path of development, and the increasing penetration of the Internet, e-commerce capabilities, it has two-fold importance. Success in this area requires a thorough knowledge and understanding of consumer behavior is the basis for appropriate action to be effective. The barriers, which are caused by issues such as the risks, and the impact of these factors, the model is specified. On the other hand, the role of online social networks, the development activities, beneficial manner, it can be helpful related activities. Given that, our country is moving in the direction of development, and the need for solutions that take advantage of this movement accelerates, and the proper penetration of the Internet in the country, with more than thirty million users, and the impact that this will affect business operations and other businesses, the proposed model can be the Ministry of Industry, Mine and commerce, e-commerce as the main custodian of the country's major banks as intermediaries of money and Internet banking services, as well as all the participants of e-commerce, linked to the planning and implementation of it should be used.

References

Abdoli, K., Fereydoonfar, S., 2007. Patterns of customer satisfaction. Comp. Magaz., No. 182, pp. 34-36.

Divandri, A., Delkhah, J., 2005. devised and developed a model for measuring customer satisfaction in the banking industry, according to the bank's customer satisfaction measurement. J. Bus. Res., No. 37, Winter., pp. 185-223

Constantinides, Efthymios., 2004. Influencing the Online Consumer's Behavior: the Web Experience. Int. Res., Vol. 14, Iss: 2, PP.111 - 126.

Golchinfar, S., Bakhtayi, A., 2006. Consumer behavior. Comp. Magaz., No. 174, pp. 62-63.

Hayes, J., Dredge, F., 1998. Managing Customer Service. Gower Publ., Hampshire.

Hawkins, D., Bast, R., Connie, K., 2006. Consumer behavior. Translation of Ahmad's Roosta and Atiah Bathaii. Tehran. Publ. Sarg.

Jamal, A., Naser, K., 2002. Customer Satisfaction and Retail Banking: An Assessment of Some of the Key Antecedents of Customer Satisfaction in Retail Banking. Eur. J. Market., Vol. 20, No.4, PP.146-160.

Movn, J.C., Minor, M.S., 2009. Consumer behavior, internal and external factors. Translation of Abbas Saleh Ardestani and Mohammad Reza Saedi. Tehran : Publishing Alliance - a new world.

Saeednia, H.R., Bani Asadi, M., 2007. Compass Magazine, Issue 185.

Suki, N.M., 2011. Cellular Phone user's Experiences Towards On-Line Shopping. Inform. Manag. Bus. Rev., Vol.2, No.1, PP. 38-45.