

Analysis of Satisfaction, Trust of Electronic Shopping Experience Regarding Structural Equations Based on Kano Model with the Study on Students of Islamic Azad University, Tonekabon Branch, Iran

Tayebe Bashiri

Master of Business Management,
Department of Management,
Najafabad Branch, Islamic Azad
University, Isfahan, Iran
Email: tayebe_bashiri@yahoo.com

Dr. Mohammad Hossein Moshref Javadi

Faculty Member,
Department of Business Administration,
University of Isfahan, Iran
Email: mhmj20032003@yahoo.com

Dr. Arash shahin

Associate Professor of Industrial
Engineering-Quality Management,
University of Isfahan, Isfahan, Iran
Email: arashshahin@hotmail.com

Abstract – The purpose of this study was to analyze satisfaction, trust and experience of electronic shopping through applying structural equations based on Kano model. The analysis was implemented over the students of Islamic Azad University, Tonekabon Branch in Iran. The research is an applied one, and its method was descriptive – survey. The population of the study consisted of more than 8112 students, both male and female, all were in Tonekabon Azad University in the academic year of 2013-2014. Among these, 380 of the students were selected, but finally, 368 of them were chosen as the sample size using systematic random sampling method. Data collection methods used in this study included library, questionnaire of structure's quality and Kano model questionnaire. With respect to their proper validity, the reliability coefficients of the two questionnaires were 779% and 891%, respectively. SPSS software has been used for analysis of data and ranking. Also LISREL software was used for the factor analysis and modeling structural equations. The Kano qualitative model was utilized to examine the questions. The results indicate that there was a positive and significant relationship between all variables. Based on the Kano qualitative model, identifying basic, applied, and motivational needs of the students helps in purchasing from the electronic stores.

Keywords – Customer Satisfaction, Kano Model, Quality, Electronic Shopping, Islamic Azad University, Tonekabon Branch.

I. INTRODUCTION AND REVIEW OF LITERATURE

Academic community, especially college students are accounted those groups that their information needs are unlimited in terms of time and place. Therefore, in the process of providing informational needs, quality and satisfaction are considered as the most effective factors. Influential fulfillment of informational needs leads to effective provision of the given factors. The reverse is also possible. Today, concerning the enormous volume of data and the unlimited informational needs of students, traditional and limited purchases have been removed and replaced by electronic shopping.

With the increasing number of users, especially students, who, according to their academic position, consistently take part in electronic shopping, the process of applying this interactive tool as the effective component

in purchase absorbs the attention of researchers and scholars (Didier, 2006, p 23). This is because nearly 72% of internet users search online for various merchandise, including books, periodicals, and articles, at least once a month (Meuter, 2005, p 62). Kano model or model of customer satisfaction is able to separate essential, one-dimensional and attractive needs of a product all of which are influential on the quality of customer satisfaction through different ways. This contributes to materializing acceptance of electronic shopping and its required investments. Otherwise, what comes out is dissatisfaction with information needs. The study uses the Kano model to determine the numerical value of satisfaction with various aspects of quality dimensions (system security, data quality, brand recognition, marketing activities and etc). Latifi, Mo'men, and Kashani (2011), in a study named "electronic trust: to study the role of online shopping experience and customer's knowledge concerning information usage and security-making mechanisms over trust level of Iranian customers", concluded that online shopping experience and customer's knowledge regarding information usage and security-making mechanisms, are effective on the trust level of Iranian customers. Abasian (2013), in his research "improving the quality of electronic services in the bank's website (Tejarat Bank)", by using Kano Model, concluded that the most important factors in creating qualified electronic services include: the website implementation, access to system, efficiency, security, paying compensation, call and response portals of website.

Barati and Darini (2013), in their study "examining the importance of electronic banking in attracting customer's satisfaction based on Kano model" have concluded that electronic services are one of the customers' functional needs. This means that the relationship between their development customer's level of satisfaction is a direct one. Dehdashti, Shahrokh and Mobarhan (2014), in a study titled examining the impact of individual motivational factors on online shopping, with the aim of determining the effect of individual motivational factors on students online shopping, have concluded that the provision of high quality information and responding to the buyers' needs from online stores result in pleasure of purchase, desire to return to the site in order to repurchase, and generally, motivational promotion in online shopping.

Rezaiee and Dolat Abadi(2013), in a study about the tendency of purchase in students concluded that security, ease of use, compatibility and usefulness are significant predictors of orientation towards e-shopping. Oh (2001), in "structural approach to examine the quality attributes of E-shopping malls using the Kano model" has concluded that, in the Kano model, marketing activities and communications are related to the quality characteristics. Also, brand recognition, marketing activities, quality of applied interface, system security and quality of information, all are directly affected by customer satisfaction. While the communication features related to the electronic shopping malls have no significant impacts on customer satisfaction. And in the next aspect of Kano model, the quality of information and marketing activities exist, being related to quality of work communication, system and information security. Mikulic and Peri Bezlak (2011), in "a critical review of techniques for classifying quality attributes in the Kano model", with the aim of identifying the strength and weakness points of the most commonly used methods in quality classification using Kano model, concluded importance network is not suggested. While both critical parameter technique and analyses of complaints are valid for the Kano model. You (2012), in his study "the Kano model integration with experimental marketing strategy for developing information technologies services and communications", concluded that from all the required innovative services, seven cases are attractive, and eight have a one dimension characteristic. Regarding the mentioned contents, the main objective of this study is to analyze satisfaction, trust, and experience of electronic shopping with structural equations approach based on the Kano model. Therefore, based on this fact, the main question of this study is regarding the analysis of satisfaction, trust, and experience of electronic shopping in students of Islamic Azad University of Tonekabon based on the Kano model. Islamic Azad University of Tonekabon is located in the west of Mazandaran province. Totally 8112 students are studying in 91 fields in BA, MA and medicine. Thus, according to the mass of sciences and diverse scientific knowledge throughout the world in different areas, the students of this university according to basic information on their educational subjects, limited print resources based on necessity to online information in electronic information and Finally, how to earn the trust shopping experience and students' satisfaction from electronic shopping cause them to be selected as the target population and Have been tested in order to provide necessary information in this regard.

II. THEORETICAL FOUNDATIONS

2-1 Electronic shopping

Electronic commerce consists of buying and selling of goods, services and information via communication networks. This definition can be studied from four perspectives:

Communication perspective: Electronic commerce is to deliver goods, services, information or to pay money via computer networks or any other electronic devices.

Business process perspective: e-commerce is the use of technology in transactions and business processes.

Services perspective: E-commerce is a means that achieve the customers, managers and companies' desires in order to get into better quality, higher speed and better services at lower costs.

Online perspective: E-commerce provides a channel to buy, sell, and trade products and information through Internet or any other online network (Hadyanfr, 2114, p.1)

Online Buy and Sell

It is possible to classify products and services based on their purchase characteristics, related to online purchasing, into three categories:

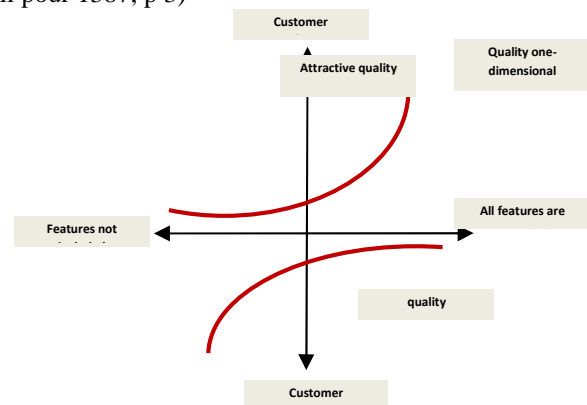
A: Convenience Items: These purchases have little risk. Internet sales can be very successful on this type of product because they can provide numerous examples of each product with providing many researches and a convenient sending for buyers. Online shopping of book comes in this category.

B: Researched Items: This class requires receiving plenty of information about goods their physical presence during selling is not that much necessary. The products are expensive and needs prior information, such as amusement tours, computer hardware and electrical devices.

C: Replenishment Goods: the price of products available in this group is in average, and their rate of buying and selling is on high level. The process of sending these goods to customers can be successful. Some of these products can be vitamins, cosmetics, and even specific ceremonial foods.

2.2 The Kano model

This model first was provided by Professor Naryaky Kano the master of Rice University in 1979 and later awarded the Demming Prize in 1997. He divided customer requirements or in the other hand qualitative features of products into three categories in his model. And showed all three models in tow dimensional graph. (Shahin and Ali pour 1387, p 3)



Kano model diagram (source: Shahin 1385)

According to the above graph, the vertical axis shows the customer satisfaction level and the horizontal axis shows level of providing qualitative necessity. The highest

and lowest points of the vertical axis of the graph are respectively the ultimate customer satisfaction and customers' dissatisfaction. The right side of horizontal axis is presenter of a place where represents completely excepted qualitative necessity and the left side of it is presentation point of a product which doesn't have excepted qualitative features. And expected qualitative requirement is not accounted in product or service at all. (Shahin and Alipour 2009, p 39).

B: The needs of the Kano model's levels

1. *Needs to Be:* is used to That part of the product or service characteristics that will have negligible effect on the customer, if he is satisfied. But if the customer is not completely satisfied, he becomes so unhappy customers. These characteristics must be detected because they are important to the customer.

2. *One-Dimensional needs:* Satisfying these requirements have a linear relationship with the satisfaction level. It means the more this need to be completed, the better customer is satisfied and vice versa

3. *Attractive Needs:* Completely satisfying these requirements, meet customer satisfaction in a high level and if the customer does not receive them, he does not feel dissatisfaction. These needs are customers' dreams and never explicitly were stated by them. In fact, these features more meet hidden requirements; those real needs that customer does not know awareness.

4. *Indifferent Needs:* Presence or absence of a feature, not to cause to satisfaction and nor to dissatisfaction.

5. *Reverse needs:* observing the feature well causes dissatisfaction and lack of observing this features will cause satisfaction.

According to the mentioned statements, the Kano model can be considered as a model which provides effective tool for classifying the needs and understanding their natures.

The Kano model explains how customer satisfaction will change with meeting his needs by the organization (Shahin 2114 p, 1). Kano provided a structured approach to help for determining the different characteristics of the product and resolve ambiguities by ensuring classification based on customer's research conducted. This procedure is performed in the following steps:

The first step) you can refer to select effective features on customer satisfaction (independent variables of research) to performed researches at the company and similar companies, the Standards and Industrial Research of Iran, customers, managers of quality control, research and development of company, and the same articles and thesis.

The second step) For the preparation of the questionnaire a couple of questions is designed according to the Kano questionnaire, for each feature that the customer can choose one of the five choices (including very much , positive effect, no effect, negative effect, many negative effect).The first set of questions are functional and is the second category are non-functional forms. Five-item Likert scale is used to design this sector that is one of the most common scales. The general shape and ranking of the spectrum scores for functional and non-functional questions are as the following.

The general form: so positive - positive - no effect - negative - so negative

Scoring: 1 2 3 4 5

For this purpose, the questions have been arranged based on the considering variables in five options cases.

The third step) The questionnaire is evaluated in three steps. After mixing the answers of functional and non-functional questions in evaluating tables, the results of each characteristics is listed that is indicator the frequency of each of goods characteristics

Table 1: Evaluation of customer needs

The question of non-performance(Negative)					
If the performance of the (positive)	I agree very much	It is a necessary need	I have no idea	I disagree but it is tolerable	I disagree but it is intolerable
I agree	Q	A	A	A	O
It is an essential requirement	R	I	I	I	M
I have no particular opinion	R	I	I	I	M
Disagree, but tolerable	R	I	I	I	M
I disagree but it is intolerable	R	R	R	R	Q

Source: Kano et al 1984

Table 2: describes the signals used to evaluate the results in Table Kano

R: Reverse	A: Motivation	Q: Controversial question
M: Basic	I: indifferent	O: Functional

Step Four) draw the features on the Kano graph: the features should finally be drawn on the Kano graph to provide a video guide for the relative importance of customer feedback about various aspects of functional product. (Kano et al, 1984, p 55, quoting from Ali Yari, 1385, p 65).

A full explanation of the coefficient of consumers' satisfaction and dissatisfaction and how to calculate it is as follows.

Determination of customer satisfaction coefficient (CSC)

The average effect of each factor on the level of customers' satisfaction:

$$\frac{A + O}{A + O + M + I}$$

The average effect of each factor on the level of customers' dissatisfaction.

$$\frac{O + M}{(A + O + M + I)(-1)}$$

Positive coefficient of customers' satisfaction is between zero and one, as this amount is much closer to 1, its effect on satisfaction is higher and as this value is much closer to zero, it indicates that this factor is the least effect on customer satisfaction.

Negative sign in the formula for customer dissatisfaction rate of an agent focuses on negative effect of that agent on customer satisfaction if this feature did not provide. As it is closer to -1, it will have more effect on customer dissatisfaction if it doesn't present this feature and zero indicates that lack of providing this feature, doesn't causes to customer dissatisfaction. As it is clear from the data of

below table, the accuracy and integrity factor of the information included in the basic needs of our customers insight, with the satisfaction coefficient equal to .89 has the highest effect on satisfaction attraction of consumer in electronic stores. Also the factor of the various elements of the prices variety product that are in functional requirements with the satisfaction coefficient equal to 0/85 are located in second place in terms of effectiveness level. Similarly, the factors such as substantiated information about products (basic needs, the satisfaction coefficient of 0/77) delivering flawless and accurate of product to consumer (basic needs, the satisfaction coefficient of 0/73) are placed in the third to fifth grades. speed of data transfer (basic needs, the satisfaction coefficient of 0/30) and offering a combination of photographs and electronic images (motivation needs, satisfaction coefficient of 0/34) and Electronic Stability System (basic needs, the satisfaction coefficient of 0/36) have least effectiveness.

Table 3: Ratio of customer satisfaction and dissatisfaction factors

	Factor of discontent (0 Until -1)	Satisfaction index (0 Until 1)	Factors (required)
Basic needs	• Electronic shopping stores, Having provided accurate service to customers	-0/13	0/47 0/73
	• Deliver goods to our customers seamless and accurate	-0/09	
	• Data transfer speed	-0/45	0/30
	• Electronic Stability System	-0/18	0/36
	• Accuracy and integrity of Information	-0/23	0/87
	• Substantial information about products	-0/19	0/77
Functional requirements	• Variety of product prices	0/85	-0/12
	• The far distance of the shops	0/45	-0/43
	• Offering a combination of pictures images	0/34	-0/45
	• Security of personal information	0/47	-0/13
	• The ability to provide comments and complaints related to services	0/89	-0/12
	• Capable of presenting feedback after using the product	0/56	-0/18
	• Electronic shopping stores should be well- known	0/54	-0/35
• Your cognitive domain in e shopping from high sales stores	0/74	-0/12	
Motivational needs	• There is Additional special attractions and events in electronic shopping at electronic stores	-0/32	0/65
	• Offering a combination of pictures images	-0/42	0/47
	• Information is provided at the purchase of electronic stores for electronic product	-0/05	0/65
Needs The indifference	• Propagations advertisements should be for electronic stores in the electronic shopping	0/78	-0/05
	• The ability to memorize Store names	0/45	-0/45

According to the above concept, conceptual model variables are:

Communication, a collection of reciprocal interactions or relations that causes to message transfer, expectations, pictures and needs description

Brand recognition, is as one of the quality elements that is used as name, term, symbol, design, or a combination of these to identify the sellers' goods or services or a group of electronic sellers

Marketing activities: are all activities and actions that sellers do for providing customers and buyers' needs and demands.

Intermediate quality: those level are between the operational and senior level of markets, thus the effectiveness and efficiency of the electronic identification of products are very important to encourage buyers.

Quality system: health and performance of the collection are the interconnected components that conform a special order and organizations such as computer systems that take into account in the culture and structure of electronic shopping and electronic stores.

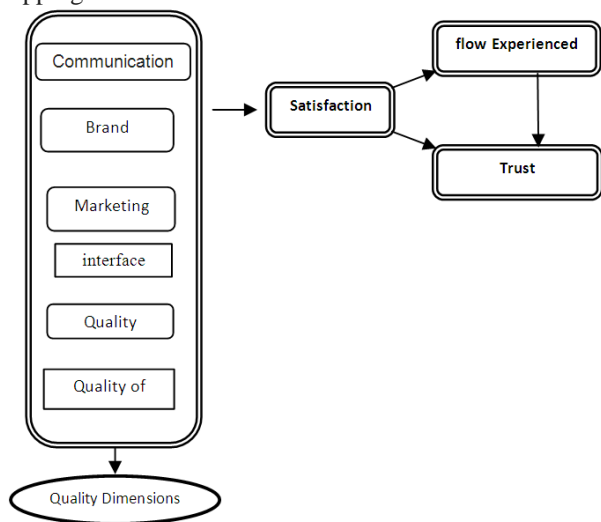


Fig. 1. Conceptual Research

Quality of information means the effectiveness and enhancements of information and knowledge power in electronics stores to answer and provide demanded products of buyers and attraction of their satisfaction.

Shopping Experience are Elements of the quality and effectiveness based on the cases such as merit that is related to customers' method and styles, trying to save time, necessary varieties and entertainments in electronics stores that are offered for customers.

National Satisfaction and trust such as trust attraction, surety, truth, merit and loyalty and... that is presented from the sellers and cause to customer attraction for buying.

According to the concept of variables, hypotheses of this study are:

- 1) There is a significant relationship between communication and satisfaction.
- 2) There is a significant relationship between satisfaction and brand recognition
- 3) There is no correlation between the detection of marketing activity and satisfaction.
- 4) There is a significant relationship between Intermediate quality and satisfaction
- 5) There is a significant relationship between quality system and satisfaction.
- 6) There is a significant relationship between quality of information and satisfaction.
- 7) There is a significant relationship between satisfaction and experience during purchase

8) There is a significant relationship between satisfaction and trust.

9) There is a significant relationship between Shopping Experience and satisfaction

Research questions include:

Question 1) What are the basic needs of customers when buying from a store?

Buyers Basis need from electronics stores is service quality, delivering goods without any flaws and problems, speed, accuracy and validity and arguably the goods. Therefore, it is necessary for electronic and online stores to put their basic needs in priority order in order to attract buyers of their goods and in this way they can sell their goods in a optimum quality and satisfaction.

Question 2) What are the functional requirements of customers when buying from a store?

Functional needs are those needs that have a direct relationship with customers' satisfaction and dissatisfaction. And so, they are provided if the buyers want to buy alternating with facilities solely for satisfying buyers. We can point to some example of these cases such as product variety prices, far distance, offering a mix of images and electronic pictures and Information security.

Question 3) What is the motivational needs of customers when purchasing electronics store?

Motivational needs are those invisible needs that pay attention to customers and buyers', Such as presenting comments and complaints from buyers, buyers' feedback after using their goods. It should be noted if mentioned needs are attended quickly it causes satisfaction and if not, they don't have any expectation.

Question 4) What are the indifference needs of customers when purchasing electronics store?

Indifference needs according their titles, don't make any satisfaction or dissatisfaction in the buyers. Therefore, these needs including advertisements and propagations from electronic stores and remembering electronics stores names

Question 5) what are satisfaction and dissatisfaction Coefficient of buyers from electronics store in any of needs?

Overall, basic, functional, motivational and indifferences needs are the most effective and most satisfactory needs of goods buyers from online or electronic stores include: the accuracy and integrity of the information, product diversity prices, the ability to provide comments and complaints related to services, propagations and advertisements from electronic stores. If each of mentioned cases is provided, the most effective satisfaction is achieved and cause to providing their needs in electronic shopping

III. RESEARCH METHODOLOGY

This study consists of two parts: the first part uses the Kano model to determine the numerical value of satisfaction with various aspects of quality dimensions (system security, data quality, brand recognition, marketing activities, etc.). While the second part analyzes

the effect of electronic store features with customer satisfaction, trust and shopping experience that to measure it, uses structural equations (LISREL analysis). The populations of the study are all students of Islamic Azad University in Tonekabon that they are studying at the university and they use electronic shopping. Therefore, according to population the current study, sampling method is systematic random sampling (systematic). Data collections (information) of current study have been through two questionnaires. The first questionnaires is a standardized questionnaire that has been used in Dr. Kano' research and in the second one LISREL program was used in order to verify obtained factor structure and the strength and significance test, the share of each variables in measuring the contribution of each basic, structural, functional, motivational, expected and unexpected value requirements that the goodness of fit indices in confirmatory factor analysis was confirmed. The first questionnaire questions consisted of 24 two-part standard questions and the second one consisted of 35 questions, which examine research variables. The most common response used to measure research variables of the response is graded scales response. Among the scales, Likert rating scale is the most popular. At this scale it will be asked from responder to use a rating to indicate his severity of his belief against a problem

Validity/Reliability:

Questionnaires validity is confirmed regarding their alternation and detailed changes in some words, phrases appearance, their relationship with the measured agent, fluency, and the ability of words collection to measure variables. And the Reliability coefficient obtained using

SPSS software, and Cronbach's alpha is equal to %891, both questionnaires has the ability to run Reliability coefficient obtained using the computer software SPSS and Cronbach's alpha for each of the variables includes: communication %708 brand recognition 712, marketing activity %830, Intermediate quality %719, quality System %871, quality of the information %771, satisfaction 837%, Shopping Experience %801, trust %891

In this study, we have four variables of trust, shopping experience, satisfaction and quality dimensions which it has six indexes (communication, brand recognition, marketing activities, quality levels, quality system, and quality of the information). These students' indexes in electronic shopping have been studied.

Analysis of research findings:

According to the results obtained from description of studying sample population based on demographics characteristics, the majority of studying people in this study, have self-employed fathers (%64/9) and the lowest are worker (%9/8). Most of the studying people (%49/3) have below 25 years and the lowest are in the age group 35 to 45 years (%10/1). Most participants in this study mothers were housewives (%84/2) and the lowest are worker (1/1%). The majority of the sample (%42/8) are in MA grade and lowest ones have PhD grade (%7/6). %51/2 of respondents were male and %48/8 of them are women.

Research hypotheses test

Research hypotheses test are shown using the Pearson correlation test

Table 4: Tests of Hypotheses

Hypothesis	Hypothesis	Considering Variables	Sample Number	Correlation Coefficient	One-sided (Sig)	Test result
The first Hypothesis	Considering variables	Communication and satisfaction	368	0/677	0/000	confirm
The second hypothesis	Communication and satisfaction	Brand recognition and satisfaction	368	0/600	0/000	Confirm
The third hypothesis	Brand recognition and satisfaction	Marketing activity and satisfaction	368	0/712	0/000	Confirm
The fourth hypothesis	Marketing activity and satisfaction	Intermediate of quality and satisfaction	368	0/675	0/000	Confirm
The fifth Hypothesis	Intermediate of quality and satisfaction	Quality System and Satisfaction	368	0/694	0/000	Confirm
The sixth hypothesis	Quality System and Satisfaction	Data Quality and Satisfaction	368	0/805	0/000	Confirm
The seventh hypothesis	Data Quality and Satisfaction	Satisfaction and experience Shopping	368	0/640	0/000	Confirm
The eighth hypothesis	Satisfaction and experience Shopping	Satisfaction and trust	368	%678	0/000	Confirm
The ninth hypothesis	Satisfaction and trust	Shopping Experience	368	%834	0/000	confirm

According to the amount of P-value that is lower than 0/05 is, it can be stated that a relationship significant is between quality dimensions and satisfaction. So there is a positive and significant between the mentioned variables, satisfaction, trust and shopping experience.

Results of structural equation modeling

LISREL software has been used to evaluate the proposed model. Based on the software output, the original model is shown in Fig.

Structural equation models can estimate the trust model, in which the model fit is adequate. In Table 5, the most important parameters of the model are shown.

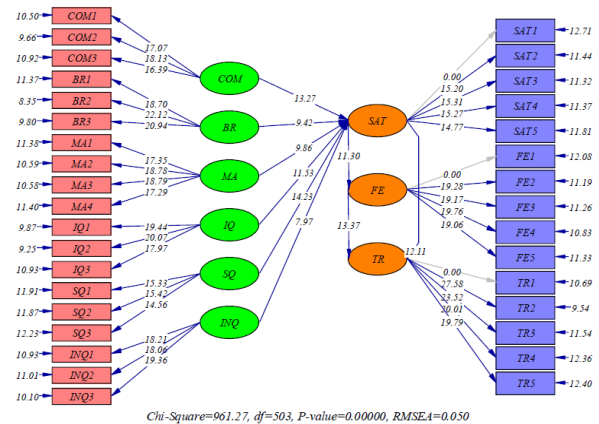


Table 6: The final model parameters

Index Name	Allowed Limit	Earned Value	Result
χ^2/df (Comparative fit index – adjusted)	Less than 3	1/911	Model Verification
Fit goodness	Between 0/1 to 0/5	0/94	Model Verification
The root mean square error of the estimate	Less than 0/08	0/05	Model Verification
Comparative fit index - adjusted	More than 0/9	0/99	Model Verification
Soft elegance	More than 0/9	0/98	Model Verification

All fits used indexes show that this model has a good fit. Therefore, we conclude that research model has high

ability in measuring the main variables. The findings of Lisrel has the reliability according to the standard model.

Table 7: Evaluation of the research questions in the Kano model

	Factors (Required)	Satisfaction index (0 Until 1)	Factor of discontent (0 Until -1)
Basic needs	Electronic shopping stores, Having provided accurate service to customers	0/47	-0/13
	Deliver goods to our customers seamless and accurate	0/73	-0/09
	Data transfer speed	0/30	-0/45
	Electronic Stability System	0/36	-0/18
	Accuracy and integrity of Information	0/87	-0/23
	Substantial information about products	.77	-0/12
Functional requirements	Variety of product prices	.85	-0/12
	The far distance of the shops	.45	-0/43
	Offering a combination of pictures images	.34	-0/45
	Security of personal information	.47	-0/13
	The ability to provide comments and complaints related to services	.89	-0/12
	Capable of presenting feedback after using the product	.54	-0/18
	Electronic shopping stores should be well- known	0/54	-0/35
Your cognitive domain in e shopping from high sales stores	0/74	-0/12	
Motivational needs	There is Additional special attractions and events in electronic shopping at electronic stores	0/65	-0/32
	Offering a combination of pictures images	0/47	-0/42
	Information is provided at the purchase of electronic stores for electronic products	0/65	-0/05
Needs The indifference	propagations advertisements should be for electronic stores in the electronic shopping	0/78	-0/03
	The ability to memorize Store names	0/45	-0/45

Interpretation of the findings of the hypotheses and research questions

Hypothesis 1: There is a significant relationship between communication and satisfaction. According to Table 4 and the degree of correlation coefficient obtained is %677 shows that there is a relationship between satisfaction and communication variables and this relationship is a positive direct correlation. In interpreting these results it can be stated that (reciprocity, convey a message needs description, expectations) with electronic stores makes to state any information needs and etc... as it is the purpose and is prevented delivery of any products or other goods needless or even incorrect. This creates a satisfaction in buyers and causes to reduce the uncertainty and dissatisfaction. The result of this hypothesis is consistent with Oh research finding (2011),

Hypothesis 2: There is a significant relationship between satisfaction and brand recognition. According to Table 4, the correlation coefficients obtained %700 indicates there is a relationship in the way of positive correlation between brand recognition and satisfaction. In interpreting these results it can be stated that the brand as commercial name that causes to identify electronic sellers, identification and its complete recognition reveals the correct identity of goods and the customers with a kind of high trust or satisfaction pay to electronic shopping. It is found in relation with this research applied suggestion of the result is that electronic buyer for creation of the more satisfaction about themselves, recognizes ultimate brands and natures of both stores and electronic goods and have the ability of identification them well.

Hypothesis 3: There is a significant relationship between recognition, marketing activities and the satisfaction. According to Table 4 and the obtained correlation coefficient %712 it is clear that there is a significant relationship between recognition, marketing activities and the satisfaction. This relationship is in a direct correlation. In interpreting these results it can be stated marketing activities mean converging all stores in the way of better sale. But buyers can get into their basic goods and are provided their needs when they identify or recognize electronic stores according to marketing and customers' attraction. So this case causes to more understanding, providing better products finally the satisfaction of the buyers. The result of hypothesis is consistent to Javanmard and Mardani (1389), Oh (2011), You (2012) findings. The applied suggestion of result is electronics sellers and widespread awareness from nature of the goods and services provided necessary satisfaction to buy in electronic buyers.

The fourth hypothesis- There is a relationship between intermediate levels and satisfaction. According to Table 4, the correlation coefficient is %675 is shown that in the interpretation of these findings it can be stated that there is a relationship between intermediate levels and satisfaction variables. This relationship is a direct correlation. Quality and efficiency is taken into account as the motivation factor of any store or organization and this is while different levels in related stores should have appropriate

quality and efficiency. these levels can be pointed such as Intermediate quality. Intermediate levels are between the operational level and senior level of supermarkets and therefore its effectiveness and efficiency are important to recognize product sale and electronic products encouragement, including the buyers are very important to Therefore, thus as the intermediate quality of electronic stores is more, the same amount customers' satisfaction is attracted more and prepare their needed goods well. The applied suggestion proposes of the hypothesis is that it is made necessary satisfaction in electronic buyers regarding the quality and effectiveness of intermediate level in electronic stores and pay them.

Fifth hypothesis- There is a relationship between the system quality and satisfaction. This is a positive and direct correlation. In interpreting these results it can be stated that the system is a set of components linked together to follow a certain order and organization, including computer systems which are important in electronic shopping structure and culture. Internet and mail are related cases of computer system requirements for electronic shopping. Yet the quality and the health of these system to sell and buy of goods and products is critical. And therefore as the quality and efficiency of these systems are more, internet business is doing well. Buyers' satisfaction and complacency also increases. Because they provide needed goods and product easily and quickly. These assumptions results are consistent with Rezaiee, Dolat Abadi (2113), Zahedi (2113), Abasian (2113), Chen (2011), Oh (2011) research finding. The functional suggestion of the hypothesis is that the set of components and electronic and computer systems must have necessary quality for goods transmission to create satisfaction and the goods are received well.

The sixth hypothesis- There is a significant relationship between quality of information and electronic buyers' satisfaction. In interpreting these findings, it can be stated quality of information is another element that makes attraction of buyers' satisfaction. Buyers looking for those products which have the information necessary. And absence of this case can also provide for buyers abnormalities and lack of buyers' demands. Therefore, as the level of information quality, knowledge power be higher in electronics stores for supplying and providing products ,in the same degree, the satisfaction of buyers increases too and also quality level improve. The result of these hypotheses are consistent with Hasanqoly Pour Akbary (2111), Zahedi (2113), Abbasian (2113), baki (2009), Oh (2111) research findings. Functional suggestion conclude that electronics stores to encourage and attract electronic buyers should give complete information and have quality equal with goods in order to create necessary satisfaction.

There is a relationship between the satisfaction and shopping experience and this relationship is a positive direct correlation. In interpreting these findings, it can be said that e-shopping experience is one of the efficacy and quality elements. That is based on the cases such as merits that is correspond with e-buyers' ways and methods. Thus

effort causes saving time and they make shopping easier, Fun (presents a variety of entertainment for customers), and social cases (allow shoppers to interact with each other). All of this cases in electronic shopping process from electronic stores leads to attract a desire or attention to the electronic stores. And ultimately follow customers' satisfaction. The result of these hypothesis are consistent with Lateyefi and Mo'men Kashani (2111), Reza Zade(1389), Zahedi (2113), Dehdashti , shahrokh and mobarhan (2113), Jave(2009) research findings. The Functional suggestion of the hypothesis result is that e-shoppers to create their satisfaction, reconsider and review one of the effective factors in the purchase as the name of shopping experience that is based on merits, time-saving, equation makers with others in online network.

The seventh hypothesis- There is a relationship between satisfaction and trust. This is a direct correlation. In interpreting these results it can be stated that trust and confidence based on prevention, awareness and identification not only can be as a stimulus for purchase of electronic stores, but also it is based on this perfect trust that complete pleasure and satisfaction comes from goods purchases. Therefore, as is stores be more reliable and trusted, buyers' satisfaction level increases. Because they pay to buy with full confidence and earn favorite products. The result of this hypothesis is consistent with Javanmardi and Mardani (2111), Latifi, Mo'men Kashani (2111) research findings. The Functional suggestion of the hypothesis result is that full creation of satisfaction in events on is done based on trust and confidence. Because as confidence and trust be more complete, satisfaction increases in the same degree, too.

The eighth hypothesis- There is a relationship between shopping experience and confidence and this relationship is a positive direct correlation. In interpreting these results it can be stated that the shopping experience that is based on merits, variety and creation of transactions from electronic sellers may well be able to make trust in the customers and have had satisfaction and buyer quality. Therefore as shopping experience and its process are more effective, trust making in buyers increase, too and necessary condition is provided for shopping. The result of this hypothesis is consistent with Salehipour (2007), Latifi, Mo'men Kashani (2111), Reza Zadeh (2111), Zahedi (2113), Dehdashti Shahrokh and Mobarhan (2111), jave(2009).

Question 1- What are the basic needs of customers when purchasing electronics stores

According to Table 7 among the basic needs of consumers, accuracy of information has the most values 87%, information transfer need 45% has the least values about customers' dissatisfaction that attract to itself. in interpretation of these results it can be stated that the basic needs of customers including basic and main needs in electronic shopping.

Question 2- What are the functional requirements of customers when buying electronics stores?

According to Table 7 among the functional needs of customers, the need for diversification of the product

prices by 85% has the most satisfaction and the need to present a collection of pictures % 45 has the least satisfaction of the customer. In result of these findings, it can be stated that the functional needs are those ones that are presented merely to attract satisfaction buyers if they want to buy Such as prices product diversity, offering a collection of electronic images, personal information security. The result of this question is consistent with Barati and Darbin 1391 research finding.

Question3- What are the incentive needs of customers when purchasing electronics stores?

According to Table 7 among the incentive needs of customers, the ability to provide comments and complaints related to services has the most satisfaction% 89 presenting a collection of electronic pictures has the most dissatisfaction of customers % 42. In interpreting these results it can be stated that the incentive needs are those ones of invisible needs that pay attention to customers and buyers' need.

Question 4- What are the needs of indifference to customers when purchasing electronics store?

According to Table 7 among indifference needs of customers, the advertising needs of the electronic store in electronic shopping have the most satisfaction of customers % 78, and needs of the ability to memorizing names of stores have the most dissatisfaction of customers % 45. In interpreting these findings it can be stated that the needs of indifference with regard to its title don't create any satisfaction or dissatisfaction in buyers. Such as advertisements from electronic stores and remembering their names. The functional suggestion of result is this question that electronic stores pay attention to indifference needs of the customer and try for them.

Question 5- How is dissatisfaction coefficient of buyers in electronics stores in each of the needs?

According to Table 7, the most satisfying basic, functional, incentive and indifference needs include basic needs of information accuracy % 87, functional needs, product variety prices % 85, incentive needs and ability to provide comments and complaints related to services % 89, indifference needs and existence of advertisement from electronic stores in electronic shopping % 78. the Most dissatisfaction of the customers' needs are basic needs and transfer % 45 – functional needs , a combination of electronic images and % 45 – incentive needs, providing a collection of electronic images % 42 - indifference needs, memorizing Store names % 45. In interpreting these findings it can be stated that according to the four needs electronic stores can use enough works to encourage and attract customers in order to get the best shopping with confidence and satisfaction. The result of this question is consistent with research findings of Javan Mard and Mardani, 1389. The functional suggestion of this result is that electronic stores take the most satisfaction and dissatisfaction as the strengths and weaknesses points and apply necessary efforts to develop strengths and weaknesses points.

IV. CONCLUSION

In this study the students of Islamic Azad University, Tonekabon Branch were studied and data were analyzed with equation modeling and LISREL software based on the Kano model. Accordingly, the most important findings indicated that there was a significant relationship between the conceptual variables quality and satisfaction. Also identification of basic, functional, incentive and indifference needs of mentioned students was based on the Kano model that was presented. The advantage of this study is that perhaps for the first time, satisfaction, trust and shopping experience of students' community using structural model was analyzed based on qualitative Kano model, with regards of paying needs of electronic buyers (in terms of student population) for the development of quality improvement. Therefore, based on the fact that you can pay well to the e shopping work purposefully .The main limitation of this study was its large population and lack of precision of their cooperation. This problem led the implementation of study to encounter with time limitations. Thus, accordingly, it is suggested that future studies implemented or associated with electronic shopping variable in academic students or other scientific and service groups of country. Such research deals or identify and study electronic shopping level according to today's huge volumes of information within the country.

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