



The Impact of E-commerce Ethics on Re-purchase Intention and Customer Loyalty (Case Study: Digikala Customers in Tehran)

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Abstract: Purpose of the research ethics business impact of an electron on its intention to Buying a new and loyal customer (Case Study: Client of it in the middle of the product in Tehran) Is. This research is applied in terms of its purpose and its descriptive survey method. The statistical population of this research is the customers of Digi-Commodity site. Whose number is indefinite. Given that the number of customers is uncertain, the sample size is based on Morgan's table of 384 people. In this research, available sampling method was used. The data collection tool was a standard questionnaire of 18 standard questions. In the next step, structural equations were used. To do the calculations also, the software Spss and more Was used. The results imply endorsement of all hypotheses and showed ethics of e-commerce an intention Buying a re-May to mediate aloyal customer of that, ethics of e-commerce a loyalty of customers Others, a loyal customer of its intention to buying a new e-commerce and ethics of an intention to re buying a significant impact.

Keywords: ethics of an e-commerce, plans to re Buying a loyal customer of its.

INTRODUCTION

The ethics of trade and compliance play an important role in the development and success of organizations. You need to be aware of these principles to prevent the occurrence of problems that do not comply with ethical principles. Every human being in any business must accept the moral rules as a responsibility. Compliance with ethical rules is like a commercial warranty for executives and employees. Take a look at all the activities that involve ethical decisions. These activities can be a challenge, but observing them can give you a bonus. The study of business ethics, e-commerce transactions to be its one and two, more basic and full domain of attention and very focused on his hand. Observe ethics and moral values as one of the more important of these phenomena accordingly. That in most of the organizations concerned The rejection rate.

Ethics of politics as a part of the culture of formal and non formal organizations have been (Buddhist Khajeh Noble et al., 2013). In recent years, global markets have been characterized by increasing competition, companies have to adapt quickly to new competition standards One of these criteria is the brand, which is recognized as the main competitive advantage and influences the demand for services in advanced economies (agag, 2019) Brand loyalty is one of the things that today's marketing has paid a lot of attention to Is (samadi et al., 2009).loyalty often include both aspects of behavior and attitudes , and thus to maintain a state of deep commitment refers the user to resist influence the position and marketing efforts force Which may potentially lead to brand change behaviors . In this way, brand loyalty to frequent purchases, as well as oral-to-mouth communication (Wom) And, in turn, is expected to lead to the future profitability of the

organization (Buddhist, 2013). From a company's point of view, previous research has shown that brand loyalty has a strong impact on brand equity (Chen et al., 2009). On the other hand, one of the hallmarks of brand loyal customers is the constant popularity of a brand and the switch from other brands. In other words, loyal customers have a positive attitude toward repeat shopping in the future (Aghazadeh, 2013)

Re-purchasing refers to re-referring the customer to the organization for the purchase of its products or services. The economic factor also refers to the purchasing power of the household, which can be related to the purchase of goods or products. Because of the economic development stems mainly from all parts of the economy and all sectors of economic and non-economic Jamham it can also affect the increase in the purchasing power of influence (Samadi et al., 2009).

In this study, the question will be answered basic ethics of e-commerce on a plan to re-mediation Buying a loyal customer of what impact?

Background Research

Goma (2017) Impact of ethics of e-commerce an intention Buying a new and loyal customer of study it can be concluded that the ethics of e-commerce a loyalty customer of its loyal client of its intention to purchase the de re and ethics of intention buying a new e-commerce an impact.

Chang et al. (2017) studied the role of customer participation in re-buying intention. Results of this study show that customer participation of effects Positive consent and commitment to customer through a customer is worth. But this is no communication with the consent of the customer and plans Bazkhr Is received.

Habib and Aslam (2014) Impact of consumer loyalty to the brand in the demolition should be re-examined Coca-Cola. In its surveys of students of the university have been made. The sample consisted of 110 student from various universities are located in Layah. Using correlation to a peak of Da association of the brand with the demolition of the faithful of this, and how loyal to the brand of the effect of the demolition of the reorganization of Coca-Cola. We reviewed the research. The findings of the investigation showed that the consent of the customer and the brand image of the most important factors is the consumer brand loyalty of any brand of the impact of the leaves. Investigations show that the brand of your faithful and Buying a positive relationship that this means the influence of the brand's loyal Buying a re The patient is taking.

Buddhahi Khwaja Nobar (2013) Professional ethics of business e-commerce that were studied. The study of business ethics, e-commerce transactions to be its one and two, more basic and full domain of attention and very focused on his hand. Observe ethics and moral values as one of the more important of these phenomena be the tens Yi has been in most of the organizations concerned The rejection rate. Ethics to be part of the politics of the formal and non-formal culture of the organization accordingly. In this paper are those of assessments of your ethics, including business ethics, on an e-commerce in the organization. In this article, the title of fever such as these of the matter is that your commitment to ethical Bhtvrk L in the direction of success, improving the economy and efficiency of the slow movement. The purpose of this paper demonstrate the importance of considering the issue of ethics in business is an electron.

Aghazadeh et al. (2013) To examine the impact of one of the brand is going through are Buying a perceived value and brand loyalty (Case B B misty misty investors Omar Saman) Paid. The study examines the impact of the misty one of the company's brand System and its components (based on the person of brand Jen the oven acres), including integrity, of the soul, the good of the expertise and strong brand on the face of perceived value and loyalty are (c the consequences of the personal the brand) and its effect on the intention of re buying a misty 267 out of the life of this investment is now in Tehran. Analyzed for the clearance of the variables of the research, the measurements of the models of application software LISREL Has been used The main hypothesis of the study of the law are analyzed using correlation and simple and multiple linear regression analyzed with software SPSS Were tested. According to the non Rnrmal of the population, the horse of Ramen correlation test was carried out which results from it a significant and positive correlation between all the variables b of the show. Analyzed the findings of regression shows that one of the significant brand impact of the misty structure

of the perceived value and brand loyalty and perceived value of misty old investors loyal to the brand and the impact of their intention to re buying a share. Also, these results governanceof that honesty, Salah patient and powerful brand on perceived value and integrity of the lives and interests of the brand loyalty of the brand impact of, and in these the it is good that the brand has a moresignificant impact of the perceived value and brand loyalty is a misty makers of my life.

Conceptual model and research hypotheses

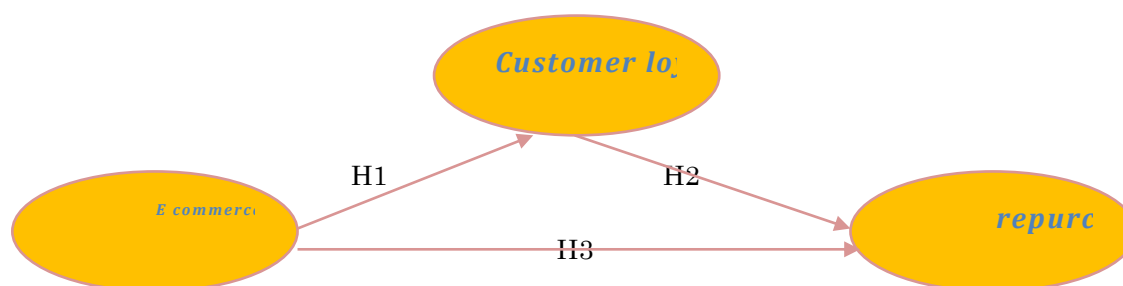


Figure 1: Conceptual Model of Research

Main hypothesis:

Ethics of e-commerce Buying a new one with the intention to mediate the impact of its loyal customer.

Sub-assumptions:

- Ethics of an e-commerce customer loyalty it has an effect.
- Buying a loyal customer of this impact is going on.
- Ethics of e-commerce is an intention Buying a second impact.

Research Method

This research is applied in terms of its purpose and its descriptive survey method. The statistical population of this research is the customers of Digi-Commodity site. Whose number is indefinite. Given that the number of customers is uncertain, the sample size is based on Morgan's table of 384 people. In this research, available sampling method was used. The data collection tool was a standardquestionnaire of 18 standard questions. In the next step, structural equations were used. To do the calculations also, the software Spss and more Was used.

Findings

describe the questionnaire questions

Table 2: Describes questions questionnaire

Ro	Questions	Averag	Middl	Fashio
1	I'm coming from this organization I will use	4.2920	4	5
2	I surely have this organization I will suggest others	4.9558	3	4
3	If I want an organization I'm surely my first choice for this organization	4.9381	4	5
4	The organization respects the loyalties of the organization .	4.6814	3	4

5	I recommend myself to this organization I am loyal.	4.6018	3	4
6	I do not sell the company I buy .	4.5133	3	3
7	I keep my information from the company I'm buying .	4.5929	3	3
8	The organization exploits the water market instrumentsand Percussion denied misleading the Ghat.	4.6372	3	3
9	This company protects my interests .	4.6283	3	3
10	Ethics of e-commerce is one of the corporate culture of the company.	4.2212	3	3
11	I feel that following ethical rules is a guarantee for business executives and employees .	4.2920	3	4
12	the door If the That One of the Filter And the price of the services of this organization With All other purposesOrganizations Equals To be I Willingness I have FromAnd herein Buying a I will .	4.2832	3	3
13	I I suggest referring to this organization and buying products for others	4.3186	4	4
14	I Prefer the H The tenth I use the services of this organization to other organizations	4 2131	3	3
15	I would recommend buying from this site to colleagues	4 5611	3	3
16	I would recommend buying from this site to peers	4 6733	3	4
17	I buy this site immediately when I feel shopping is in my best interests	4 1129	3	3
18	I would recommend buying from relatives	4 2217	3	4

Kolmogorov-Smirnov test to investigate the normal assumptions of the research

Variable The research has a normal distribution:

Variable Research does not have normal distribution:

Table 3: Results of Kolmogorov - Smirnov research variables

Variable	Significance level (Sig)	Test result
Ethics of an e-commerce	689 .	Distribution of data is normal
Buying a new plan	712 .	Distribution of data is normal
Its loyal customer	743 .	Distribution of data is normal

According to the table, the value of the level of significance is greater than the intended level of error (05 / 0). therefore H1 Reject and H0 Accepted. So we can say the distribution of data is normal. Therefore, we will use the regression test.

Structural equations and path analysis

One of the strongest and most appropriate methods of analysis in behavioral science research is multivariate analysis .For the multivariate nature of such issues and can not be by way of two variables (each time only one independent variable and the dependent variable considered to be) solved. Hence, in this research, structural equation modeling and especially path analysis have been used to confirm or disprove assumptions. Path analysis (structural model) is a technique that shows the relationships between research variables (dependent independent) simultaneously. The purpose of path analysis is to identify the causality (impact) between the variables of the conceptual model of the research. It should be noted that confirmation or rejection of assumptions (relations) is determined in a meaningful state. In other words, if the meaningful number is greater than 1.96 or less than -1.96 - The hypothesis will be confirmed.

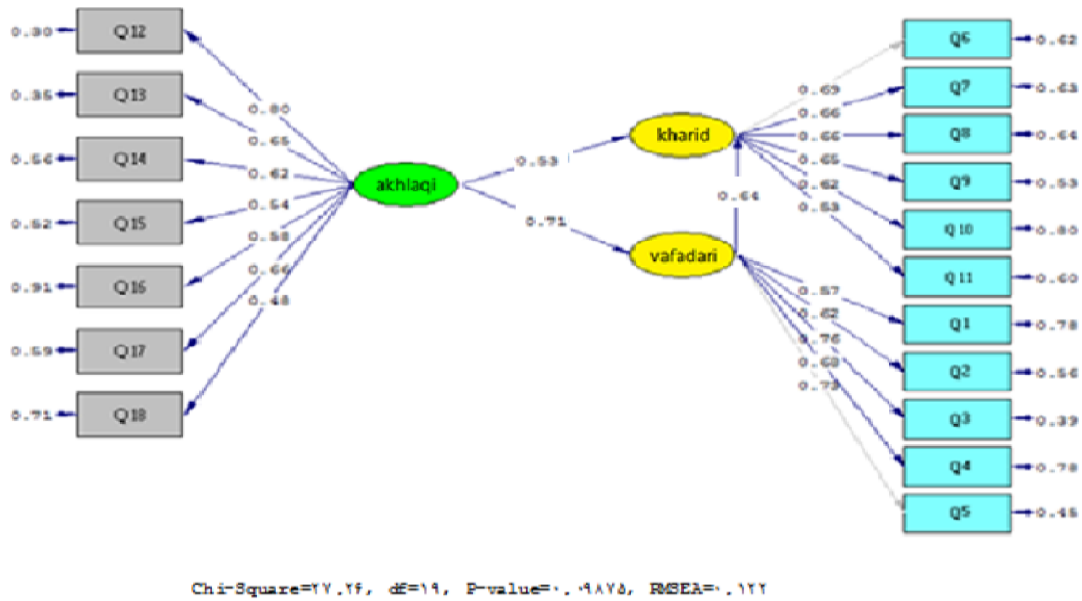


Figure 1: Modeling of structural equations in standard estimation mode

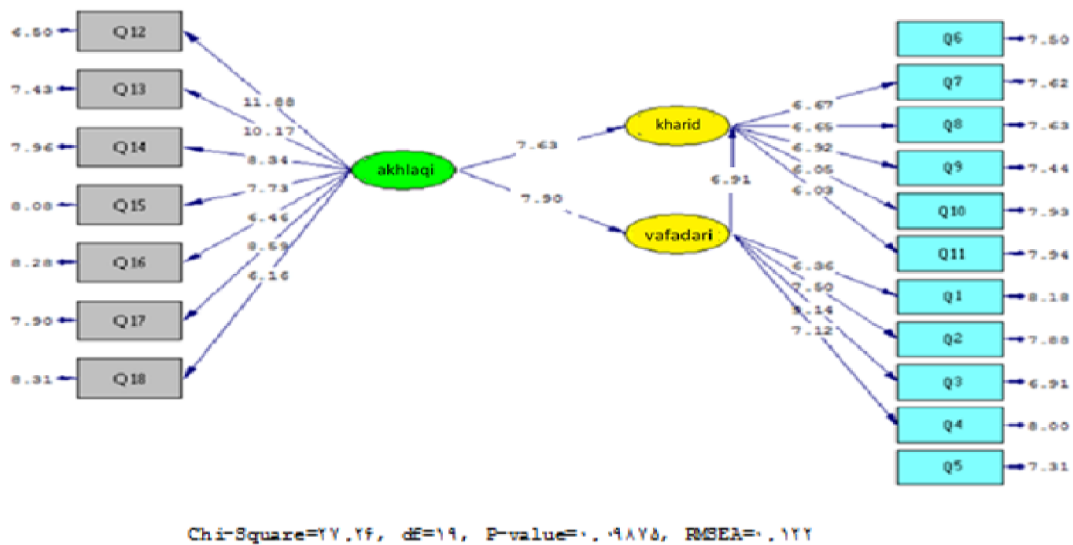


Figure 2: Structural model in the form of meaningful coefficients

Also, in the test of research hypotheses using the structural equation model, first, the software output indicates the suitability of the fitted structural model for testing assumptions (χ^2 / df Below 3). So the value is χ^2 / df . The right amount is low. The $0.70/0 = RMSEA$. It also demonstrates the suitability of fitting the structural model. In other words, the observed data largely corresponds to the conceptual model of the research. The amount of GFI, AGFI and NFI. Accordingly, it is equal to 0.91, 0.88 and 0.92, which indicates the fit of the model. Secondly, the values of the path coefficient and t statistic indicate the severity of the effect and the significance of the relationship. The results of the sub-assumptions of the research are shown in the following table:

As we observe the gathering of all the values of the statistic Having a larger amount of 1.96 M to be the show of the all the values of the coefficients of the copper of the level of confidence of bread at least 95 percent means the bearing of the are.

Table -5 Analysis of the Relationship Path between Research Variables (Testing Sub-Hypotheses)

result hypothesis	t	Coefficient β	Hypothesis Test Path	hypothesis
accepted	7.63	.53	Ethics of e-commerce as a loyalty of the customers of the impact.	1
accepted	6.91	.66	Loyal to the customers of its intention to purchase the de re impact.	2
accepted	7.90	.71	Ethics of e-commerce as an intention donkey to be re -influence.	3

Table -6 Correlation path analysis between research variables (indirect and total effects) (main hypothesis)

result hypothesis	t	the effect	way	hypothesis
		whole		
accepted	6.91 + 7.63 = 14.54	.66*.53=.3498	Ethics of e-commerce as an intention to purchase the de re of the Association of the of the faithful of the customers of the impact	1

Conclusion

DISCUSS

The ethics of trade and compliance play an important role in the development and success of organizations. You need to be aware of these principles to prevent the occurrence of problems that do not comply with ethical principles. Every human being in any business must accept the moral rules as a responsibility. Compliance with ethical rules is like a commercial warranty for executives and employees. Look at all the activities that are involved in ethical decisions. These activities can be a challenge, but observing them can give you a bonus . Stay away from any legal problems with the ethical rules of the market and your company. All your ethical decisions in a paper Benoit then entered the Q should now have the schedule of the day. It has important applications in a ten should be aligned to each other when things looked to be one of the points of the decisions to observe the day of exponentiald.

But unfortunately sometimes the only program designed to follow the next steps not to middleware. Make sure that the program that ethical decisions in different parts of the hip fashion of the decade should provide full details of there. Do not leave your application to the days of the future should any because the moment any of the company's employees make mistakes. Those that these programs the principles of creativity in business to observe the of the interaction remember to take observe laws healthy moral of the pressure arising from special rules will reduce. About criteria important to remember to take the speaker program for employees.

Training of the necessary information for those programs should be implemented now to increase their own experiences of life. Using the principles of ethics in business and a lot of positive impact of the business you are associated with. Following the law any business person you regulate the effects of the trade. Some of the companies are in violation of principles of business ethics at people to one will become acriminal.

Suggestions Based on Research Results

- **Suggestions based on first hypothesis**

Buying a company that is now one of the low sales of the Not.

Buying a company of the person who's now the information is preserved May.

In this organization, abuse of market instruments and Percussion water for Npz to reject the misleading Ghat.

Haft interests of the people of this company Is.

Ethics of e-commerce is one of the corporate culture of this company.

Observe ethics laws, such as a warranty for commercial, fashion Iran and its staff.

- **Suggestions based on second hypothesis**

Honesty increase in e-commerce companies.

Enhancing fairness in e-commerce by the company .

Ray accepted the responsibility for the increase in e-commerce.

Securing business secrets and secrecy in e-commerce .

Leg one of the obligations in e-commerce by increasing Of life.

- **Suggestions based on third hypothesis**

Leg strap to the principle of customer and trying to draw a more complete customer consent form these may take place.

Openness and honesty in the introduction of the goods and services and deal with situations occur.

Cargo on top of the agreed deadline, and the schedule occur.

Communicating with trading partners, coupled with respectful and courteous way done.

Yi responsive to your requests or complaints to be made by the manufacturer and on time with these.

Of its confidential customer information to be considered.

Do not use customer information for purposes of non-Rtjary be considered.

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