

## **Investigation of Effective Factors on online Stores Branding in Iran**

**Mohammad Fathiyan**

*Assistant Professor, Iran University of Science and Technology, Tehran, Iran*

**Farnood Hassani**

*Masters of Information Technology, Shiraz University, Shiraz, Iran*

### **Abstract**

Internet Website in the world of business is of paramount role and importance and this about the semi-traditional companies and web-based companies is true. In the research of present article that is written base on it, was tried to take a deeper look to issue of brand name and its position in the business, the factors and indicators that cause the formation of brand names in the Internet are identified. Including forward goals can understand the factors considered of Iranian users in choosing a site as reference and presentation an outlook and appropriate Path to achieve success in acquiring the reputation of brand name for the Iranian websites is noted. On the start of this study was creation of a series of library studies in different sources. The results of these studies were based on a questionnaire to achieve a number of factors in three general questions, questions related to factors affecting the reputation of brand name and questions related to brand name reputation was prepared and after confirming its validity and reliability of this questionnaire among statistical sample of 384 individuals distributed and its data were extracted. According to this study that is multivariate, was necessary used a model to analyse the data that can be identify and classify the various factors and similar to do this, structural equation models were used. In this model that is based on a factor analysis in the first step with doing exploratory factor analysis and by using the SPSS software, Questions related to the factors affecting on reputation of the brand name to eleven index and in second order exploratory factor analysis also to four quality indicators of websites, customer loyalty, trust, and service delivery were summarized. Then for ensure that the results of confirmatory factor analysis was performed by LISREL software that accuracy of result was verified. On the other hand to ensure whether respondents have had understand and common and certain definition of reputation categories of brand name data from the questionnaire related to this section also, as factor analysis were used until ultimately seven of brand reputation define and through these seven factors can be a significant relationship between factors affecting on the reputation of the brand name was calculated. This work was performed by LISREL software and calculations showed that between reputation of brand name and four indices quality of website, customer loyalty, trust and service delivery, there is a significant relationship. So in this stage research hypotheses were confirmed. Further studies showed that respectively loyalty factors, service delivery, reliability and quality of websites are most important in creating reputation for the brand name.

**Keywords:** brand name, creation reputation, electric shops

## 1- Introduction

Nowadays main capital of many businesses is their brands. In the past decade the value of a company according to estates, tangible assets, factories and their equipment were measured. However, recently, concluded that the true value of a company is in the minds of potential buyers. Creating a powerful brand is the one of ways that companies can separate themselves from the competition and thereby will benefit from competitive advantages. In fact brand has strong organizational buying decisions that are more important than the price. Therefore, if the brand with high quality fails to fulfill the expectations, which means that brand value will decrease and customers in the future purchases shopping from competitors. This special value in over time achieving brand's name as far as the main capital of businesses will become. So to expand and conquer competitive markets, the significant role of brand has become increasingly more important and vital. [1] Nowadays phenomenon of creation of brand and establishing its reputation so in our surrounding and on the lifestyle affected. We are in a world where clothes, bags, food, cars, and everything that we use is the logo and brand. [2]

Many definitions and analyzes for brand name is presented in this section of the paper referring briefly to some of them. Brand is a name, phrase, term, sign, symbol, design or a combination of these to introduce them from competing company products are used. So brand representative of the manufacturer or seller of any product or service. [3] Brand name is name or symbol that with aim of selling product or service is used. It is clear that the purpose of creating a brand name, beyond the sale of goods or services. And a powerful brand name is able to business broader strategic role in a play. Brands In addition to dominate the market share, options for creating business growth and addition to attract and retain skilled and talented employees is improve its value in the eyes of stakeholders. [4] Brand is part of the brand sign that is uttered. Brand, it is part of the brand but uttered not it is possible to identify the goods. It can be perceived brand's image from customer through their personal experiences, commercial messages, interpersonal communication and other aspects of communication is defined between the customer and the brand sign. [5] Packaging, labels, boxes, logos representing the visual aspects of the brand name and other factors such as the quality of products, firms architectural including are indicators that non-visual aspects are emphasized. [2] Creating a reputation for the brand process including the development and maintenance of a set of indicators and characteristics of products and values which are interconnected and are detectable and are attractive for the customer. Creating a brand requires scientific tools, marketing researches assessment of market competitors and the use of very powerful advertising agency. [6] Trademarks desirable can be reliable benefits businesses companies was draw and products supplied negative competition and possible frauds keep protected. These symptoms to companies is help until always their commitment for desirable supply products and to the stabilization in markets think and compete with headers market ahead is place. [7] Brand has been so important perhaps today no brand products can be found. Brand from different ways helps Buyer the products that are useful are identified. Also brand can be information about product quality give to the buyer. Purchase which always a product with one type brand buys well knows that when these products buy their features, benefits and quality will be significant. [8] Since the site was considered as a

competitive advantage different businesses have tried to use these tools to compete. The presence of effective brand on the Internet has very much communication with success of the brand on the Internet. [14]

## **2- Research hypotheses and conceptual framework**

According to studies based on scientific studies and articles and books written by researchers at four major areas affecting the reputation of the brand name, were identified as the primary assumptions were selected. These four areas, including indicators of quality, loyalty, trust and service as key areas affecting the development of brands in the Internet and web sites were considered on the basis of In following sections will attempt to determine the relevance and accuracy of these assumptions are based on views in Iranian, Iranian Internet users were studied and analyzed.

### **2.1- Study of quality Index website and its dimensions**

The main hypothesis 1: quality of website has a significant relationship with a famous brand name. Research on the quality of the website has been developed in recent years key findings of this study show that websites as a brand must create a reason for visitors which includes data quality, site appearance, and speed of loading and personalization features, which directly effect on the loyalty of users to website. [6] Shopping from the Internet as a way to buy becomes common Quality will play an important role in the different Internet sites. Internet sites should be high quality to attract and impact on purchasing decisions of customers and users have. [9] In spite of having a quality website with local range are deemed less attention. In virtual world because of the lack of face-to-face dialogue, brands electric to increase the efficiency of users visit to the site tried to provide information with very high quality. Sites with high quality due to its high-quality products try to attract many customers. Online users to surf the sites they follow a common culture. Important aspects affecting the quality of website include faster loading, Features of Site, search performance and consideration for the standards internet well as some other researchers some factors as finding information, speed, easy navigation and performance indicators quality of website but have considered. [10]

### **2.2- Study of Loyalty Index and its dimensions**

The main hypothesis 2: the loyalty of users to site with brand reputation is a significant relationship.

Customer loyalty due to the positive effects on long-term profitability is very important today. Especially in e-commerce, customer's loyalty is extremely valuable and significantly associated with satisfaction with the quality of service. The high cost of obtaining a new customer can be equivalent to non-profitability of a customer over three years is associated with the site.. Therefore, as a rational approach is now online the first seeks to make customers loyal to be able to profitability of each customer group is monitor. [11]

Include a component of behavioral and attitudinal loyalty is measured based on repeat Shopping. According to another study the effect of loyalty on the word of mouth and loyalty of online advertising online has been confirmed. The study points out those customers who were shopping in the supermarket in the UK to use semi-traditional online stores and websites are converted. [12]

Market organizations will help to achieve the long-term loyalty. Loyal strategies which include interactive communication, rewards, compensation mechanisms and quality services to customers, loyalty programs and online communications brand name that important aspects of creation of brand is form. Build and maintain the loyalty of companies has become the main issue with this approach to grow electronic commerce companies in the world with just a few clicks of the client's life. Earlier keep loyal customers on the Web site was not an easy task to create loyalty letter is far more difficult and more important than the traditional trade is. Hence, knowing the parameters of the faithful can we develop effective marketing strategies conforming Web sites is Help. However, the relationship of trust electric, the consent electric, websites and other markers in the electric tested loyalty, but loyalty attitudinal and behavioral loyalty However, the There is difference

### **2.3 Confidence Index and its dimensions.**

The main hypothesis 3: the trust of users has significant relationship with the famous brand websites there. Trust is an important factor to stimulate critical and Order on the Internet Is. To build trust online sellers a competitive market for economic success it is important. Because it will help customers overcome the uncertainty and risks and behaviors based on their confidence in sharing information with the site is Show. Trust brought in to support the development of long-term customer relationships is. Do not do. [11]

### **2-4- Service and its dimensions indices**

The main hypothesis 4: Web services for users with brand reputation have a significant relationship. Special services and the mental experience of users to the site, a good incentive for them to satisfy most of the site is. Services as one of the outstanding features of the priorities expressed shops online, especially when evaluating brands is known by customers. Customer care and service to the answer, to help meet the immediate needs of customers and customer care and direct and positive impact has on brand reputation online. [10]

## **3. Research Method**

**3.1 Overview:** This descriptive method is used to find components and factors affecting the development of Iran's brand reputation online stores.

One of descriptive research methods, research is correlation. In this study, the relationship between variables based on objective research is analyzed. The method used in this study, analysis of covariance or correlation matrix in which the methods of structural equation modeling SEM, Has been operating. The research method was applied for the purpose of data collection methods, descriptive study is correlation. The variables of the model include: quality, loyalty, trust, brand reputation services as independent variables and the dependent variable is.

**3.2 The population:** The population under study, Iranian Internet users to web sites on the Internet and electronic stores has familiar.

**3.3 The sample size in this study by simple random sampling is used.** In simple random sampling of each of the elements of the population have the same chance to be selected. Or in other words, all of which have a fixed number  $n$  is possible to have the same chance of being is selected.

The population of the study (customers Internet shopping), society is unlimited, so in this study Cochran formula (the infinite) is used for sampling:

**Equation (1): To determine the sample size**

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} \cong 384$$

Using the above equation, we have:

$Z_{\alpha/2}^2 = 1.96$  :Coefficient indicates critical levels

P=0.05: Risk of property

q =0.05: Lack of occurrence

d= 0.05:Allowable error rate

N:Number of sample size

On the basis of samples, according to 95% Number of the samples would be 384.

**3-4- data collection tools:** a questionnaire designed for the study consisted of two parts: general and specific questions.General questions related to demographic variables and questions of 6 specific questionnaire included 66 questions to identify factors affecting the reputation of the brand are. And 12 questions in order to define and harvest the user's brand reputation have been allocated. For specific questions on the Likert scale from strongly disagree to strongly agree 5 option is used.

**4. The validity and reliability study**

**4.1 Reliability Methods:** To determine the validity of the methods is used the jury agreed. In this way the data collection instrument was placed in the hands of experts and they were asked to judge whether the questions prepared by the researcher intends to measure the same thing or not?

The expert's also necessary advice was taken.

**4-2 Reliability Methods:** In this study, to obtain reliability "Factors affecting the reputation of the brand name" of Cronbach's alpha coefficient was used for the test. So that before the final run, by 30 of subjects was randomly selected,The questionnaire was given to them by using the data obtained from the questionnaire and SPSS software using Cronbach's alpha coefficient was calculated with confidence. As can be seen the total is 0.849 questionnaire Cronbach's alpha, which represents the stability and internal consistency of questionnaire.

$$r_{\alpha} = \frac{J}{J-1} \left( 1 - \frac{\sum_{j=1}^n s_j^2}{S^2} \right) \quad \text{Relation (2)}$$

Cronbach's alpha was calculated in relation to:

The number of sub-questions questionnaire or test = J

The following variance test =  $S_j^2$

The total variance for questionnaire or test =  $S^2$

**Table 1 Cronbach's alpha of the research model**

Row	Variable	Total of questions	The Cronbach's alpha
1	Quality of website	16	0.87
2	Loyalty of Members	8	0.806
3	Confidence	8	0.795
4	Services	13	0.734
5	Brand reputation	7	0.741

## 5. Analysis of data

Collected data are meaningless facts and figures that the statistical for significance those in order to help achieve the objectives of the study are taken. We must analyse the data and then analyse the results to be interpreted. Data for this study, a questionnaire was tested its reliability were collected. This information in the environment SPSS software version 18 by applying appropriate statistical tests based on research hypotheses was analyzed.

### 5-1 factorial analysis to identify latent variables

Factor analysis is a method for identifying latent variables in a set of questions. In this study, exploratory factor analysis, weighted average method and rotated factor matrix with varimax method by using SPSS software is used.

**5-2- exploratory factor analysis (first and second):** factor analysis is mainly used to reduce or identify the purpose of reducing the additional variables from the data file is deleted and the purpose of identifying the structure to investigate the relationship is hidden variables. Factor analysis is a common name for some multivariate techniques that its main purpose is to summarize data. This method to evaluate the internal consistency and the large number of variables deals with them in the general classification limited to the full extent. The technique is all the variables as the dependent variable. The analysis is based on a method where all variables are considered simultaneously.

In this study, in order to identify latent variables and to ensure measurement model of exploratory and confirmatory factor analysis was used. In other words, exploratory factor analysis suggested there could be value in addition to the structure of the model. In order to test the model and to ensure measurement of the CFA (convergent validity) is used. The researchers are seeking to provide confirmatory factor analysis model that assumes very little empirical data on the basis of several parameters, describe, explain or justify it. Factor analysis (hypothesis test) to determine that data with a particular factor structure (there is in the theory) are coordinated or not. Factor analysis, using the SPSS and LISREL calculated slightly has different with each other.

In this study, 66 items to assess factors affecting the reputation of the brand and 12 items to assess a brand in the online stores of the country designed by exploratory factor analysis of the first order and second order factors affecting become the brand and the brand they then confirmed the accuracy of the models are discussed.

The results of confirmatory factor analysis of SPSS and LISREL software are provided.

It should be noted that in order to reduce variables and consider them as a latent variable, the load factor gained 0.3 should be more than [13] in this study, a higher load factor of 5.0 to identify and consider have been placed.

**5-2-1 exploratory factor analysis into the factors affecting the commercial (first order)**

to assess factors affecting the Internet to become a brand in stores in a total of 66 questions. These questions are intended the questionnaire can be seen attached to the article. The results of exploratory factor analysis using SPSS software is shown in Table 2. In general, as the outcome of the application shows the 66 questions of which 11 were later classified the questions (3,4,9,10,16,17,22,23,24,31,32,33,34 , 42,43,44,45,54,55,56,57,62) the suitability of the factor structure of factor analysis were excluded.

Other questions regarding the time factor and the factor structure of each of these factors, as well as with regard to the basis for the design of questions in Table 2 were named.

**Table2. Classification FAQ of factors affecting the brand**

Row	Factor	Number of questions in the questionnaire.
1	Reload Speed	(Including questions 1,2,5,6)
2	View Site	(Including questions 7,8,11,12)
3	Performance Search	(Including questions 13,14,15,18)
4	Standards Search	(Including questions 19,20,21,25)
5	Loyalty of Review	(Including questions 26,27,28,29)
6	Behavioral Loyalty of	(Including questions 30,35,36,37)
7	Privacy	(Including questions 38,39,40,41)
8	Security	(Including questions 46,47,48,49)
9	Accountability	(Including questions 50,51,52,53)
10	Help	(Including questions 58,59,60,61)
11	Removing the need	(Including questions 63,64,65,66)

In the factor analysis, we must ensure that it can be used to analyse existing data. Bartlett test can be used to ensure adequate sampling. This index is in the range of zero to one. If the index is close to the data in question are suitable for factor analysis and factor analysis of the data in question would otherwise not well suited. [13]First, to determine the suitability of data

for factor analysis discusses different methods for this are including them test (KMO) (Kaiser-Meyer\_olkin) is that its value has fluctuated between 0 and 1.

If KMO value is less than 0.50 data for this analysis would not be appropriate, and if the value is 0.50 to 0.69 can be more careful factor analysis is paid however, if the amount is larger than 0.70 correlations in the data for this analysis would be appropriate.

On the other hand, to ensure proper data analysis based on the correlation matrix that is not zero in Bartlett test has been used. In other words, using Bartlett test can be used to ensure adequate sampling. The size of sampling adequacy (KMO) test to determine the proportion of the variance in the variables with the same variance as well as sample test of significance sphericity Bartlett (Bartlett) in exploratory factor analysis by SPSS is 0.833 and 0.000, respectively.

**Table3. First order exploratory factor analysis of the factors affecting the to become a brand**

Ques tions	Factors extraction										
	1	2	3	4	5	6	7	8	9	10	11
S1	.824	.051	.037	.109	.075	.174	.194	.123	.078	.076	-.060
S2	.844	.051	.040	.105	.060	.163	.136	.110	.071	.064	-.055
S3	.217	-.021	.147	-.031	-.008	-.018	.026	.146	.425	-.001	-.033
S4	.176	.016	.035	.103	.122	.194	.160	.104	.028	.090	-.061
S5	.789	.070	.038	.138	.055	.164	.186	.127	.065	.083	-.024
S6	.640	.184	.328	.155	.112	.007	.287	.185	.067	.112	-.282
S7	.013	.774	.308	.143	.110	.032	.278	.212	.201	.137	-.272
S8	.027	.820	.328	.146	.123	-.018	.232	.200	.154	.059	-.240
S9	.025	.233	.328	.143	.100	.001	.241	.192	.153	.071	-.278
S10	.290	-.065	.424	-.044	.038	.103	-.012	.153	.375	-.042	.004
S11	.050	.873	.017	.095	.073	.149	.078	.001	.050	.085	.207
S12	.061	.863	-.021	.135	.049	.120	.028	.008	.057	.031	.157
S13	.035	.072	.820	.116	.042	.136	.027	.046	.100	.200	.197
S14	.025	.097	.834	.100	.037	.153	.052	.030	.089	.014	.164
S15	.163	.031	.886	.096	.021	.020	.104	.196	.003	-.038	-.054
S16	.140	.027	<b>.089</b>	.050	.086	.059	.049	.157	.007	.025	.015
S17	.143	.001	.024	.082	.067	.033	.120	.135	.027	-.029	.022
S18	.173	.029	.907	.081	.067	.017	.069	.140	.022	-.003	.012
S19	.151	-.007	.020	.901	.055	.080	.098	.139	.040	-.002	-.051
S20	.191	.195	.196	.835	-.031	-.093	-.245	-.060	.313	.072	.275
S21	.016	.202	.155	.742	.006	.154	.114	.146	.207	.262	.105
S22	.022	.200	.164	.124	.031	.197	.126	.130	.196	-.003	.128

S23	.023	.174	.132	.137	.021	.183	.130	.160	.212	-.005	.111
S24	.033	.008	-.026	-.005	.131	.213	.001	.194	-.126	.177	.485
S25	.181	.044	-.048	.799	.063	-.036	.093	-.088	-.032	.163	.088
S26	.102	.262	.000	-.059	.853	.000	-.119	-.141	-.171	.153	.003
S27	.013	.206	.159	.153	.828	.171	.088	.137	.209	.024	.101
S28	.022	.159	.117	.125	.739	.200	.112	.153	.201	-.016	.143
S29	.208	.098	.222	.025	.665	.152	.048	.060	.117	.031	-.027
S30	.239	.048	.227	.003	.173	.842	.134	.046	.122	-.006	.010
S31	.099	.256	.056	.096	.253	-.041	-.044	.055	-.204	.236	.052
S32	.198	.117	.211	-.003	.146	.152	.085	.065	.099	.036	-.048
S33	.217	.071	.228	.047	.140	.186	.087	.058	.091	.000	-.075
S34	.157	.151	.193	.030	.180	.169	.044	.059	.153	.023	-.049
S35	.070	.068	.067	.034	.028	.805	.011	.142	.026	.080	.036
S36	.050	.084	.042	.034	.040	.706	.013	.120	.076	.025	.077
S37	.032	.121	.049	.044	.043	.704	-.049	.144	.062	.048	.053
S38	.054	.102	.068	.040	.055	.091	.713	.117	.061	.035	.076
S39	.252	.211	.054	-.044	.093	.040	.740	.060	-.104	.044	.062
S40	-.085	-.020	-.077	.077	.102	-.062	.879	-.054	.006	.220	.041
S41	.037	.076	.073	.036	.050	.086	.818	.119	.065	.029	.107
S42	.115	.102	.079	.048	.044	.083	.069	.032	.073	.097	.073
S43	.152	.083	.058	.035	.066	.079	.068	.015	.054	.096	.061
S44	.124	.128	.067	.037	.029	.090	.078	.018	.075	.106	.053
S45	.145	.087	.099	.030	.043	.106	.064	.007	.076	.105	.064
S46	.153	.086	.085	.035	.030	.093	.052	.911	.086	.098	.066
S47	.182	.513	.036	.222	.124	.083	.336	.805	.032	.069	.038
S48	.184	.006	-.011	.077	.080	.103	.162	.870	.074	.072	.053
S49	.195	.001	.019	.079	.083	.132	.197	.862	.041	.047	.043
S50	.195	.016	.007	.094	.084	.124	.170	.054	.748	.041	.050
S51	.198	.077	-.003	.104	.081	.170	.171	.079	.758	.053	.019
S52	.197	.098	.002	.081	.085	.161	.175	.065	.812	.057	.044
S53	.167	.240	.108	.059	-.046	.183	.047	.031	.819	.079	-.041
S54	.195	.193	.094	.055	-.017	.172	.075	.094	.140	.014	.007
S55	.148	.209	.123	.067	-.023	.172	.054	.074	.105	.049	.035
S56	.136	.274	.110	.080	.006	.191	.037	.054	.148	.032	-.010
S57	.155	.104	.079	.052	-.002	.187	.067	.077	.123	.024	.072
S58	.122	.178	.048	.106	.140	.052	.184	.152	.146	.993	.027
S59	.178	.156	.070	.077	.067	.041	.135	.133	.094	.818	.003
S60	.132	.119	.072	.106	.088	.082	.174	.149	.130	.842	-.040
S61	.122	.139	.008	.093	.122	.059	.188	.176	.151	.757	.037

S62	.131	.093	.058	.112	.109	.064	.201	.123	.131	.154	-.032
S63	.261	.313	.000	.111	.135	.418	.239	.078	.179	.113	.855
S64	-.114	.006	.004	.192	.076	-.238	.082	-.118	.030	.341	.894
S65	-.135	.056	.079	.139	.055	.165	.210	.093	.113	.001	.707
S66	.334	.206	.059	.226	-.117	.137	-.156	.140	-.080	.140	.620

**5-2-2- Second exploratory factor analysis:** After the first analysis, the mean for each of the specified imported second-order factor analysis was performed. Second order factor analysis to distinguish and identify the factors influencing brand was becoming.

The size of sampling adequacy (KMO) sphericity test sample and significant Bartlett (Bartlett) in exploratory factor analysis by SPSS and 0.740 respectively is 0.000. As is clear from the following table 11, were summarized in four categories. The fourth factor is about 91.65% of the variance factors explain the factors influencing brand.

**Table4. Exploratory factor analysis of the second order**

Factors	Extraction Factors			
	1	2	3	4
Reload Speed	.867	.170	.070	.271
View Site	.893	.136	.047	.275
Performance Search	.902	.157	.046	.263
Standards Search	.903	.138	.036	.207
Loyalty Review	.058	.212	.974	.004
Behavioral loyalty	.053	.214	.974	.005
Privacy	.419	-.002	.029	.883
Security	.474	.029	-.028	.846
Accountability	.168	.912	.181	-.008
Help	.123	.922	.181	.039
Removing the need	.154	.903	.132	.023

**5-3- Confirmatory factor analysis of the factors influencing brand reputation**

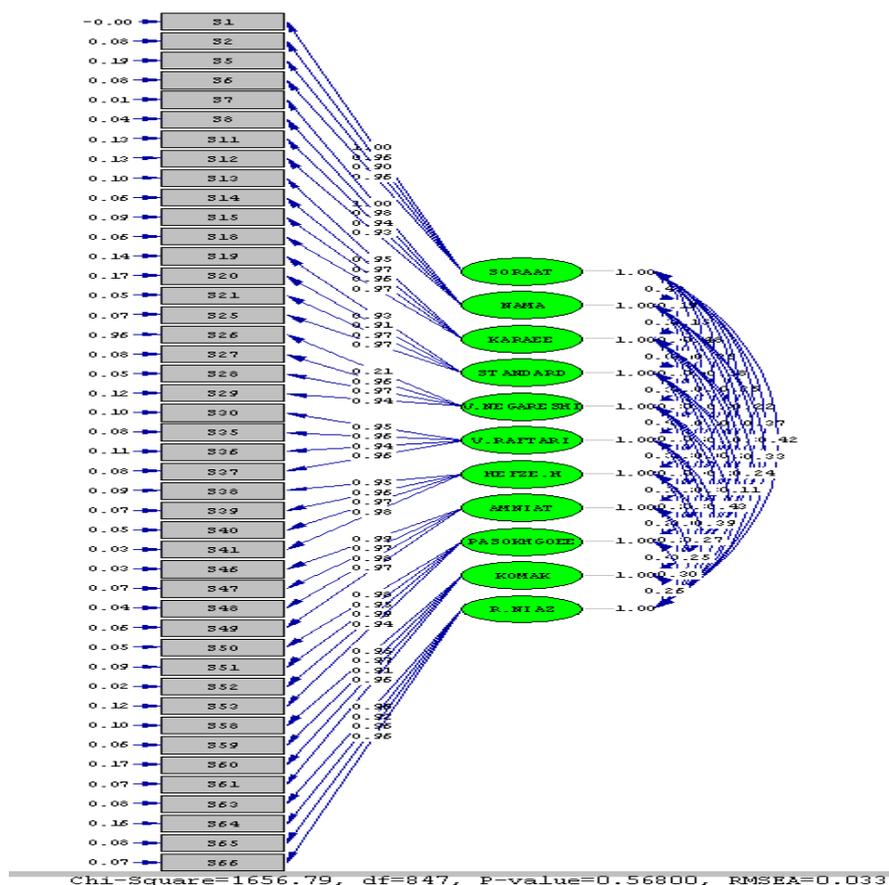
In this section, the results of confirmatory factor analysis of each of the variables on the factors affecting the reputation of the brand by LISREL software individually for each parameter is given. It should be noted that in order to reduce variables and consider them as a latent variable load factor of 3.0 must be obtained. [13] In each of those models, the basic question is whether this model is measured? To answer this question, Chi-square test and other criteria should be considered appropriate model. Chi-square test, the lower the better, because the difference between data and model shows.

**5-3-1- first order confirmatory factor analysis into the factors affecting the brand:**

Figure1. The model of variable factors on becoming a brand name in the standard estimate shows. Results shown in the chart below indicate the suitability of the model. LISREL output calculated according to the chi-square value is equal to 1656.79 trace and an appropriate proportion to the degree of freedom is less than 3. The low level of the indicator small difference between the models with observed data research. ARMSE amount is equal to 0.033.

Limit ARMSE, 0.08 is the better fit is the lower value model. The measurement models in the standard estimate the effect of each item to explain the variance of the variables or variable or main factor Show. The next output coefficients and parameters obtained significant factors affecting the conversion to brand measurement models show that all coefficients obtained are significant.

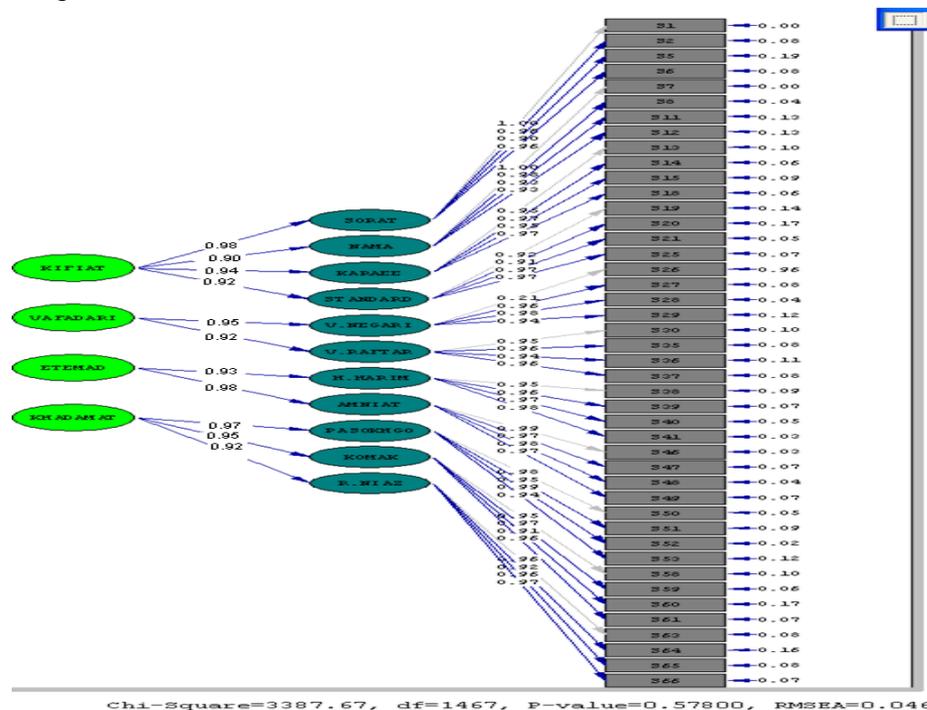
For the test of significance greater than 1.96 or smaller than -1.96 shows the significance of the factor analysis confirmed is exploration. The output LISREL software (standard model to estimate the significant coefficients in the model) will be discussed below.



**Figure1. The model of the factors affecting the brand to become the standard in first-order estimate**

**5-3-2- second order confirmatory factor analysis of the factors affecting become the brand name:**

The first order confirmatory factor analysis of the questionnaire questions Factors affecting the size we become a brand name. In the following second-order factor analysis was used to obtain the factors influencing brand the indicators show that the model is a good model fit because the degree of freedom chi is less than 3, the ARMSE is also less than 0.08.



**Figure 2 - model of the factors affecting the reputation of the brand  
In the second order of the standard estimate**

### 6. Brand reputation analysis

After identifying indicators and factors affecting the reputation of the brand and two exploratory factor analysis And it is time to step confirmatory factor analysis to assess the validity of Operating the accuracy test once we examine the issue of the brand in the eyes of users.

#### 6-1- exploratory factor analysis known brand

The results of exploratory factor analysis using SPSS software is shown in the table below. In general, as the outcome of the application shows that 12 items were classified in one of the following questions (3, 4, 5, 9, and 11) due to the inappropriateness of the factor structure, factor analysis were excluded. Questions regarding the load factor on each of the factors and factor structure and also considering the basis for designing questions were named in Table 5.

**Table 5 - business process Questions divided into latent variables**

Row	Factor	Number of questions in the questionnaire.
1	Brand reputation	(Including Questions 1,2,6,7,8,10,12)

It should be noted, the size of sampling adequacy (KMO) statistic to determine the proportion of the variance in the variables with the same variance As well as a significant test sample

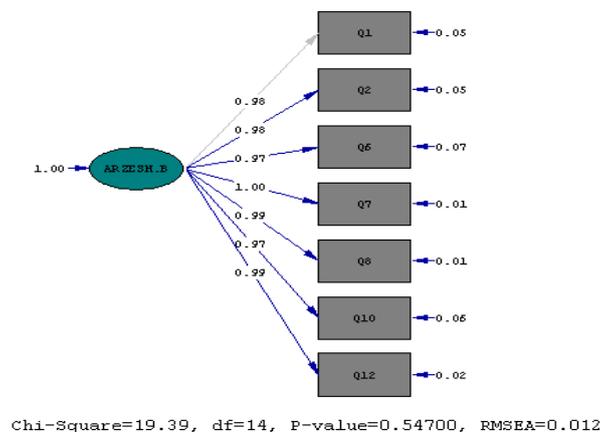
sphericity Bartlett (Bartlett) in exploratory factor analysis by SPSS and 0.919 respectively is 0.000. The 7 operating at about 60 percent of variance explained that to become a brand name, so it can be concluded that the data is suitable for factor analysis.

**Table6. Exploratory factor analysis of first order for the reputation of the brand**

Questions	Derived factor
Q1	.966
Q2	.974
Q3	.484
Q4	.320
Q5	.056
Q6	.981
Q7	.979
Q8	.977
Q9	-.053
Q10	.984
Q11	-.149
Q12	.990

**6-2- around- the- confirmatory factor analysis known brand name:** In this section, the results of confirmatory factor analysis of each of the variables LISREL software individually for each parameter is given. Tests (Goodness of Fit Index) GFI and (Adjusted Goodness of Fit Index) AGFI should be greater than 90 percent. RMSEA test, the less be better, because the mean square error model.

The output of the software indicates that the structural model is fitted. (Compared to less than 3 is DF), so the value is low and reasonable. The RMSEA Smaller than the critical 0.08 and is equal to 0.012. The above indicates that the structural model of research. The observed data to a large extent based on the model used. Results obtained are as significant as can be seen, a significant test of the 1.96 number larger than the number -1.96 are smaller.



**Figure 3 - measuring brand value model estimated at the first order standard**

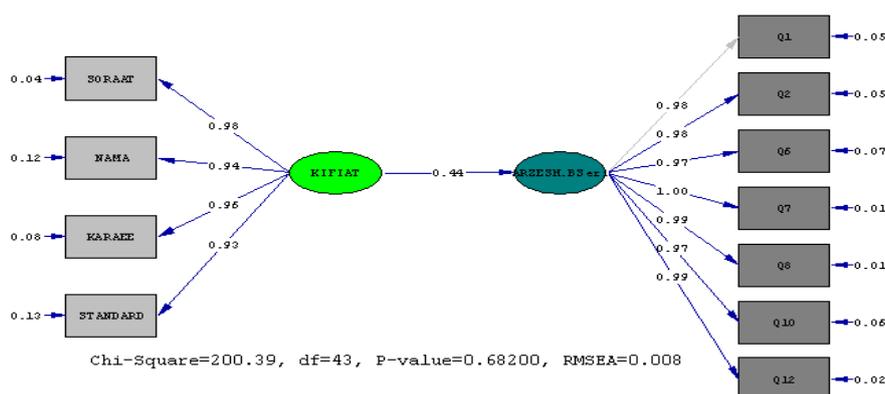
## 7- Test the hypotheses

One of the strongest and most appropriate methods for analysis of behavioral science research is multivariate analysis. For multivariate nature of these issues, and they cannot be by way of two variables (each time only one independent variable is considered a dependent variable) solved. Therefore, in this study to confirm or reject the hypothesis of structural equation modeling and path analysis were used in particular.

The need to test hypotheses on the four hypothesis and results in a positive and significant relationship of 4 hypotheses confirmed In this paper, only one of the cases presented to show the way we test and in other cases the result is enough. Site services for users with the reputation of a brand have a positive effect, direct and meaningful is equal to 0.44. Site users have a positive effect on the reputation of brand Loyalty of, direct, equal to 0.65 is significant. The trust has a positive impact on brand reputation, direct and meaningful is equal to 0.54.

**7-1 Main hypothesis test 1:** Quality of website with its brand reputation is a significant relationship. As can be seen from the model Suitability indicators Living in good condition. About the relationships between elements of the results obtained: In short, given that a significant number of research has 96/1 of the main hypotheses have been confirmed. The standardized coefficients (loadings or correlation) indicate that relations are positive and significant relationship between Quality of the website and the brand is known.

The main hypothesis testing 1 study, using structural equation modeling, first output of the software indicates that structural models are fitted for testing hypotheses.  $\chi^2$ To DF ratio to below 3 is thus, the  $\chi^2$  appropriate and lower amount is. Also 0.008 = RMSEA also indicates that structural model. The observed data to a large extent is based on the conceptual model. Quality of website has a positive impact on brand reputation, direct and meaningful is equal to 0.44.



**Figure 4 - The main hypothesis of the structural model 1 in the standard estimate.**

As can be seen in terms of suitability model in good condition to take is over.

About the relationships between elements of the results is as follows: In short, given that a significant number of research main hypotheses of 1.96 have been approved. The standardized coefficients (loadings or correlation) indicate that relations are positive and significant relationship between services for site users and reputation brand name is. Also, the structural model by using structural equation modeling, first output of the software indicates that

structural models are fitted for testing hypotheses. Ratio of  $\chi^2$  to DF fewer than 3 is Thus, the  $\chi^2$  appropriate and amount is lower. Also 0.038 = RMSEA also indicates that structural model. The observed data to the conceptual model is largely based on logic. It can be seen, all of the direct and significant effect on the reputation of their brand. But among the factors factor of loyalty to 0.95 times the maximum load factor and more than any other factor explains variance of brand reputation. The load factor services 0.89 in second place, Trust a 0.84 chance at third and finally with a load factor of 0.74 in the end (iv) located and less than other factors could explain the variance and changes in brand reputation.

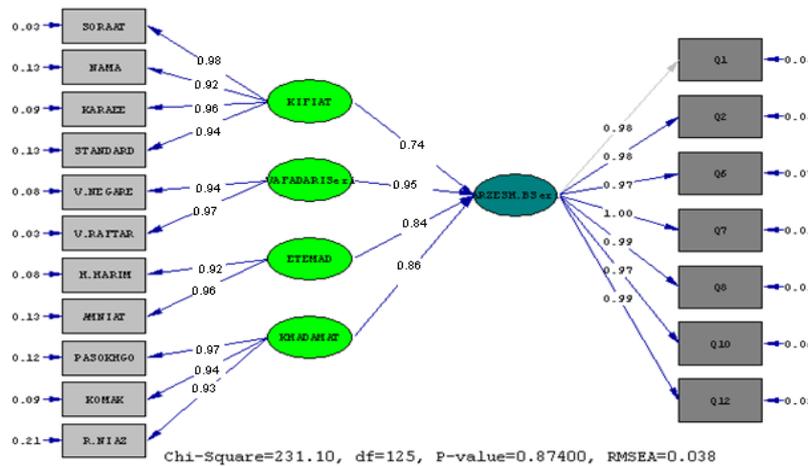


Figure5. The structural model in the standard estimate

### 8. Conceptual model of research

Based on the following assumptions and processes taking place in the research study to identify factors influencing brand reputation online store can provide a conceptual model of Fig. 6 will be described.

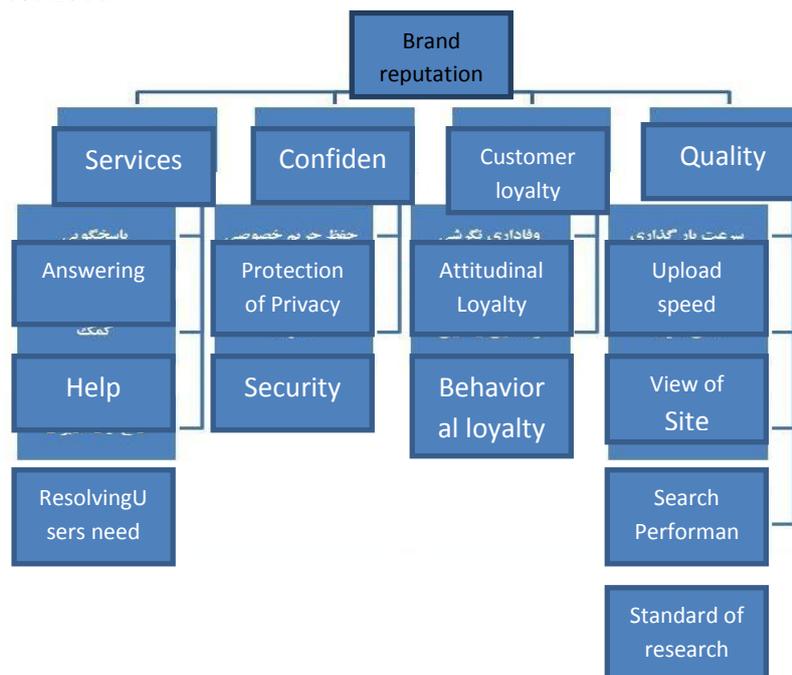


Figure 6: Structural model of study

## **9. Validation of research results**

In addition to two confirmatory factors analysis and hypothesis testing based on the data from the application, it is best to validate results new methods should be done. To assess the validity of the assumptions and factors predicted in this study, four methods are considered.

### **9-1- expert opinion**

The results of the joint meeting of the owners of Internet sites shared by 10 people, and all the people of the correctness and accuracy of the results are emphasized.

### **9.2- Iranian comments and findings of the researchers**

the validation results Based on feedback from users in Iran as well as the findings of other researchers according to the approval of all the main assumptions it can be claimed that this research is valid the views of users in Iran The factors affecting the reputation of the brand quite the parameters studied and approved the scientific sources has consistent and compatible.

### **9-3- compare the results with the proposed site in Iran**

proposed to identify a site and the commercial reputation and comparing invoices and the current status of their research criteria the reference to the site referred alexa to be among the thousands of existing site those that are based on global standards are higher in rank and position we separated on this basis, according to the current status of these sites In relation to the measures resulting from this research, The results were confirmed.

## **10. The results and recommendations**

The findings, Researchers can assess and interpret them. This section should be brief report on the research and findings of the research questions or hypotheses to begin. In this way, the reader will be able an overview of the research findings achieved and know more about it the process of discussion and interpretation of results; And conclusions with respect to the objectives, questions or hypotheses based (Sarmad et al., 2002 , 324). The aim of the present study Factors affecting the reputation of the brand name stores Iranian Internet was.

The study intends based on scientific standards and indicators predisposing factors that are well known in the name of a website with a special focus native behaviors and indicators evaluated and measured. The purpose of the study paper, books and other scientific sources 4 factors that appeared in reputation of brand websites is effective as identified in this research were discussed. According to the different stages of research the exploratory and confirmatory factor analysis was the results were as follows.

Quality of brand reputation of on website Have a positive impact, direct and meaningful is equal to 0.44. Member Loyalty of to the site the brand reputation Have a positive impact, direct and meaningful is equal to 0.65. Rely on brand reputation Have a positive impact, direct and meaningful is equal to 0.54. Services for site user's renowned brand have a positive impact, direct and meaningful is equal to 0.44. According to the assumptions of proven research and based on the extracted model of the factors affecting the reputation of brand commercial shop suggestions to achieve better standards in the management of its commercial website is available to comply with each of them can be direct or indirect the reputation of brand of commercial websites is effective.

Reload speed administrators can and internship by increasing the speed of loading web pages computer users to visit the site and purchase the ground for re-election. In addition, there are two versions of heavy and light it is necessary to increase the reputation of an online store. Speed by reducing the time spent loading stores the customer the opportunity to surf and selection of goods is **increased**. **Site features:** Good use of color fixed credit is effective in inducing a site. The proper use of fonts (color, size, form, and font) can affect a site's reputation. Product managers need to introduce simple images and multi-dimensional products are used.

**Search performance:** Internal search engine for a store letter is necessary. The administrators are attention should be they store information should be well-known search engines it has to be. All the web pages viewed the results are in and the pages under construction is refrain.

**Standards Search:** Correct Shop When using different browsers is necessary. Commercial famous sites should be good versions for users who want to Mobile purchase offer. Speed and accuracy needed In search of goods create reputation of brand name shops letter is effective.

**Attitudinal loyalty:** Attitudinal Loyalty of customers once formed which administrators of the users a sense of loyalty of and incentive to create. This feeling can be more serious color the user to believe that is the only site that can meet service needs. Other indicators of interest in view of the creation of loyalty order the customer's desire. Other significant points to achieve the status of a reputable store customers prefer to spend more time online are. Therefore, to strengthen the sense among customers be planning.

**Behavioral loyalty:** Set up a customer club, offer discounts and draw the plan to create a good feeling in the customer accompanying him enjoy the process of shopping including measures which can be useful in loyalty conduct and from administrators are planning is exploitable.

**Privacy protection:** Among the basic steps that every brand name on the Internet to do explains how to use the personal information of users. Furthermore, a brand name online shall be responsible for financial information users. Another important point that administrators should consider build confidence in customers to provide a name and contact number and address of the company is reputable. Privacy individuals order online and engage in two-hand stores caused trust of online stores is.

**Security:** To become, to a brand name online it is necessary administrators regarding all security challenges Management and their attention. Also, electronic security certificate reputable organizations confirmed can be in the reputation brand name stores is effective.

**Accountability:** As a reputable site Policy to return money the customer is possible. The proposed purchase receipt and tracking of goods it is important for the reputation brand name. There is a feedback system user after performing various actions Site underlying enhances its reputation. The site features interactive to facilitate the relationship and contact the customer to shop in the brand credibility is effective.

**Help to users:** Diversity systems pay for goods, low costs of transportation, there are detail-oriented, accurate, and complete details on the products, provide a series of useful information and applications to supplement the information among the areas that managers can give users is offer.

**Removing needs:** Careful planning In the order to deliver the desired customer location, taking part or signs to introduce new products store, warranty offered goods and warranty repair and warranty products a valid e-store features therefore, it is necessary to web site these issues have to be carefully considered.

## 11. Conclusion

The results show that the investigated factors Loyalty factor with loadings 0.95 the maximum load factor to have and more than any other factor explains the variance in brand reputation. The load factor services 0.86 in the second place trust a 0.84 chance in the third and finally with a load factor of 0.74 in the end (IV) located and to other factors less able to explain variances and changes in brand reputation. So in short, it can be concluded to promote a commercial site and convert it to a popular site and considered the following factors need to be considered in order of priority attention.

1. Customer loyalty
2. Appropriate services
3. Trust
4. Quality Website

The topic could be picked equipment and site development tools and infrastructure that will help to increase customer loyalty can achieve website success is effective in brand reputation. The effort to develop the quantity and quality of services to increase user satisfaction and responding to their needs brand name is essential to promote that site. On the other hand in the online store, the issue of privacy protection of individuals and increase security in transactions can be the basis for reputation brand name.

Finally, to improve the quality of site preparation in various aspects of technical content and structure, the point is that the brand reputation will not be affected. The following research hypotheses and processes in research to identify the factors affecting the reputation, brand name online store this conceptual model as a result of scientific research in this section will be available.

## References

- [1] Syed, Sh. Norjaya, M. "What factors influence online brand trust": evidence from online tickets buyers in Malaysia, Journal of Theoretical and Applied Electronic Commerce Research, ISSN 0718-1876 Electronic Version-VOL 5, ISSUE 3, 78-89, 2010
- [2] B.Arch Arthi Amaran, "Interactive virtual Architecture as tool for online branding of e-stores", a thesis in architecture Submitted to the Graduate Faculty of Texas Tech University in Partial Fulfillment of The Requirements for The Degree of master of science, 2004
- [3] Tafresh Motlagh, Khandani, A., Negareshi, M., "System approach to brand", Training and Industrial Research of Iran, First Edition ISBN 1-006-173-600-978, 2010
- [4] Miller, c. Moore, d. "Translation and writing, Bthayy", AS. Drgy, c. Business brands, the Institute of Cultural Services Rsa.chap first-ISBN 5-666-317-964, 2006

- [5] Boonghee, Y. Donthu, N, “Developing a Scale to Measure the Perceived Quality of an internet Shopping site (SITEQUAL)”, Quarterly Journal of Electronic Commerce, 2 (1), 31-47, 2001
- [6] Huong LUC, Thi Thu. “Web branding at Vietnamese manufacturing enterprises, Thesis presented to the Faculty of Economics and Social Sciences at the University of Fribourg (Switzerland)”, 2007
- [7] Goharian,M., “Trademarks in Asia”, Amir Kabir Publishing, Printing, Tehran, 2010
- [8] Shafie, n. “The role of communication in branding mix”, paper presented at the second international conference held in Tehran, 2007
- [9] Ranjbar, d. Allahyari, AS. “As the brand's website, publications, publication of Innovative Technology”, First Edition, ISBN 964-978 0368-10- 7, 2011
- [10] Yu Jin, K. Eun Sook, K .E-brand “Design with 3C Strategy, A case study of e-brand website analysis”, Dept. of Industrial Design, Korea Advanced Institute of Science and Technology, Gusoung-dong, Yusong-gu, Taejon, South Korea, 305-701,2004
- [11] Ribbink, D. Streukens, S. Comfort your online customer: “quality, trust and loyalty on the internet”, Managing Service Quality, Volume 14, Number 6, pp. 446-456,2004
- [12] Rios Rosa, E. Riquelme Hernan, E, “Brand equity for online Companies, Marketing Intelligence & Planning” Vol. 26 No. 7, 2008 pp. 719-742,2008
- [13] Momeni,M., Qayyum, A., “Statistical analysis using SPSS. New Book Publishing”, Printing, Tehran.2007
- [14] Murphy, J. Scharl, Arno. “An Investigation of Global versus Local Online Branding”. Penultimate version of an article appearing in International Marketing Review, 2007