

# **Investigating the impact of website marketing strategies on online shopping intention on air travel**

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## **Abstract**

The present study aimed to investigate the effect of website marketing strategies on online shopping intention in air travel. This research is an applied research, the statistical population includes all customers through electronic air tickets of Sari Airport, since the population is unlimited, 384 customers as a statistical sample of the research according to Morgan table in Was considered. The required data were analyzed using a questionnaire that content validity and convergence and its reliability was confirmed by Cronbach's alpha. The collected data were analyzed using PLS Smart software. The findings showed that website marketing strategy has affected the risk of website quality. Finally, it was found that the trust of customers of the website has a positive and strong effect on increasing the intention of customers to buy e-tickets for air travel.

Keywords: Marketing strategy, Perceived risks, Trust, E-purchase intention

## **Introduction**

The dramatic development of the Internet has affected society, social life, business environment and business due to the growth of technology. One of the consequences of Internet penetration is the growth and development of online retail and online shopping [24]. Therefore, considering the different patterns of online shopping behavior compared to traditional shopping, it seems that understanding the shopping behavior in online environments and paying special attention to the needs and interests of customers to formulate marketing strategies is of great importance [34]. Because the institutionalization of this change in the pattern of purchase and acceptance of new technology in the field of trade, above all, in the first place, it needs to create trust in users and a sense of security and trust in them, which is one of the most important factors affecting the quality and price of the product, and the quality and security of the service provider's website [28]. Numerous studies have shown that the key to the long-term success of online retailers in building customer trust [33] and reducing the number of receipts [15] that relate to both the product and the provider's website [18]. Therefore, examining the risks that affect trust in online shopping is of particular importance [28]. Because today, the Internet has become a vast platform for business transactions and powerful media for marketing. Statistics show that the number of Internet users and the desire to buy and sell through the Internet has increased. In 2013, the purchasing power of e-buyers in a developed country, such as the United States, was estimated at \$ 213 billion [11]. Hence the rise of retail shopping websites as a major bargaining chip, attracting consumers to shop online has become a vital issue for companies [6]. Like most companies and industries, the commercial use of the Internet in the travel industry has expanded and its impact has been particularly significant in the distribution channel for air travel. As a result, the strengthening of e-commerce activities in airlines has led to an increase and decrease in sales volume for airlines' websites and traditional distribution channels, respectively [36].

They are more likely to incorporate new technologies into their daily purchases, while others are skeptical about online shopping. On the other hand, it is also difficult to maintain passengers who shop online; Because the bargaining power is transferred from the vendors to the buyers, it is never easy for a company to keep passengers from making online purchases. Continuing this trend is critical, as gaining new customers may cost five times as much as retaining existing customers [8].

In Iran, in spite of global dramatic growth, Internet sales statistics are negligible, and Internet markets in Iran have not reached adequate maturity [27]. The 2006 EIU e-commerce rankings in 67 countries reflect this claim. In this ranking, Iran's position is ranked 64th out of 67 countries [9]. According to these statistics, Iran does not have a good position in the field of e-commerce [1]. As a result, understanding how customers behave about this technology in order to strengthen e-commerce and improve the sales and profitability of airlines, as well as helping to design e-commerce acceptance patterns in other industries and businesses, it is important for stakeholders, especially airline executives, to improve marketing strategies that enable them to retain their customers.

Therefore, due to the increasing expansion of electronic markets and the special importance of these markets in economic growth and also due to the unsuitable position of e-commerce in the country, the present study seeks to study the factors affecting customers' intention to buy online, study the impact of marketing strategies and types of risks such as product price risk (price uncertainty), product quality risk (product quality uncertainty), quality risk and website security on building trust in customers and then on the intention to buy items online and answer the main research question: "Do marketing strategies and perceived risks affect the trust and intention of customers to buy air tickets for Tehran Mehrabad Airport online?"

## **Literature and research background**

### ***Purchase decision***

Intention is an important factor in the structure of attitude and can predict real behavior. When the intention is to buy more, the probability of buying is also higher, so the intention to buy is the most important predictor of buying behavior [20]. The term consumer decision embodies the image of a person who carefully examines the characteristics of a number of

products, brands, or services, and tries to choose an option using logical methods that can identify and meet the need at the lowest cost [13]. Decision making, as defined by Schiffman and Kanuk (2004), is the choice of one of two or more options, when a person has a choice between buying or not buying, choosing between brand A or brand B, or making a choice about taking time to do job A or B, that person is said to be in a decision-making position [6]. The purchase decision is a decision based on which the consumer evaluates different options according to factors such as brand, seller, quantity, time, payment method and other factors, selects the desired product and decides to buy it [31].

The decision to buy is the focal point of marketing efforts. Detailed and scrutiny studies by many large companies on consumer purchasing decisions are intended to answer the basic questions of what the consumer buys, where he buys, how and how much, when and why [3]. If management is synonymous with decision-making, choice is not just one of the other ways of decision-making, but the title of decision-making is applied to the whole process. Decision making consists of three main stages: finding a case for it, finding possible ways to work, and choosing the best practical solution. These three types of activities each take the manager time in different proportions and change a lot from one organization to another and from one manager to another. Harold Koontz believes that the decision to choose a solution is among the various options. According to this definition, decision-making forms the core of planning; without a decision, there will be no plan. Table 1 shows the different decision-making approaches [35].

Table 1- Definition of decision making from the perspective of different approaches

Approach	Attitude
Classic	Decision making is a logical and rational process through which decision makers reach the most efficient solution possible.
Human relationships	Participating in the decision-making process is a way to meet the higher level needs of employees.
Systemic	Decision making is a set of actions that create and reflect organizational values and assumptions. Conflicts in decision

	making are a sign of different values that exist in the subcultures of the organization.
Critical	Decision-making refers to the process by which management exercises control over employees. Employees accept the organization's assumptions by participating in decision-making and contribute to hegemonic relationships in the organization.

### ***Purchasing decision process***

The steps that the buyer goes through to make a decision are called the purchase decision process. This process consists of five steps, which are [16]:

- 1- Problem diagnosis
1. Information retrieval
2. Evaluation of roads
3. Decision to buy
4. Post-purchase behavior

In summary, the process of purchasing decisions by individuals can be shown in the following figure:

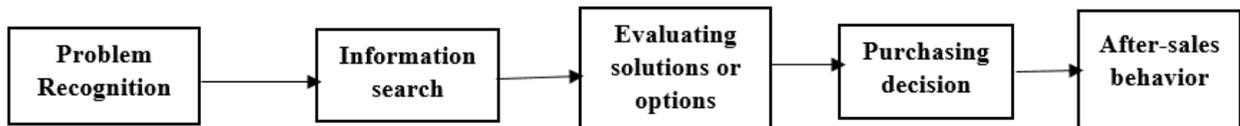


Figure 1- Consumer purchasing decision process [16]

**Problem Recognition:** Problem recognition is the first step in the purchasing decision process, which arises from the stark difference between the individual's ideal and the actual situation, and forces the individual to make decisions. At this stage, sometimes marketers,

friends and relatives or other factors cause us to pay attention to a need that we did not recognize. In other words, marketing at this stage is a kind of science and skill of stimulating needs [16].

Information search: After recognizing the problem, the consumer goes in search of information. In the beginning, one may refer to one's previous experiences, which are called "internal exploration"; This step is not enough for products that are used regularly, such as shampoo. Sometimes the consumer engages in "external exploration" for information. This exploration is necessary when past experience and knowledge are insufficient and there is a risk of wrong decisions and low data collection costs. External or external sources of information are [16]:

- Personal resources, such as relatives and friends who are trusted by the consumer.
- Public resources, such as product pricing organizations and various reports from government agencies.
- Resources dominated by the marketer, such as receiving information from sellers about advertising, sales managers, and outlets in stores
- Evaluating solutions or options: The consumer, after gathering enough information, chooses one of the options. When the specifics of the options are clear, the person simply chooses the best choice, that is a product with excellent quality and low price. But often, the choice is not so simple and the consumer must carefully evaluate the options before making a decision [23].

Purchasing decision: After evaluating the different options, the consumer rates the different brands and the intention to buy is created in him. When a product is purchased, consumers have expectations of their purchase. The difference between the consumer's expectations and the performance of the product determines whether the consumer is satisfied or dissatisfied with the purchase of the product. If the product is as expected, the consumer will be satisfied, and if it is not as expected, the consumer will be dissatisfied and regret his purchase, and if it is more than expected, it will lead to consumer satisfaction [23].

After-sales behavior: After buying a product or product, the consumer compares it with his expectations. He may be satisfied or dissatisfied. If dissatisfied, the marketer should consider

whether this dissatisfaction is due to the unsuitability of the product or high consumer expectations. Improper product may require deformation and design. Excessive consumer expectations are also debatable. Exaggeration in the advertisements of the company or the seller may have created such expectations [16].

### ***Factors influencing the purchasing decision process***

Factors influencing the purchase decision process are [16]:

- A) socio-cultural and group factors
- B) Psychological and individual factors

### ***Trust concept***

Trust is one of the important aspects of human relations that paves the way for participation and cooperation between members of society. The evolution of human societies from primitive to modern has depended on the complexity, density of social relations and interrelationships that have fueled trust in their breadth. Without trust, we cannot see democratic systems, social order and stability, balance and solidarity and social cohesion in society. Trust is one of the basic preconditions for the economic, social, cultural and political development of any society. By expanding the culture of trust, instead of negative values such as lies, fraud, flattery, hypocrisy, etc., positive moral values such as honesty, truthfulness, fairness, trustworthiness, commitment and courage can be cultivated in society [19].

Trust is a prerequisite for cooperation and is also the product of a successful cooperation. So it can be said that trust is the main axis of cooperation or in other words trust is the emotional basis for cooperation. Just as trust is the basis of cooperation, distrust destroys cooperation. If there is complete distrust, cooperation between free agents will fail [26].

Experts have come up with different definitions of trust: Trust is defined from an emotional point of view such as love, praise, respect, faith and security. All experts in the field of trust

literature seem to believe that trust is a special state of mind in which the holder eagerly allows another person to influence him. Some scientists think of trust as the behavior by which the desire to cooperate is created [14]. In the field of relationship marketing, "trust" is recognized as an important factor in the success of supplier communications, distribution channel communications, ancillary communications and end customer relations [4].

### ***Functions of trust***

The functions that trust can have for the parties to the relationship can be summarized in the following statements [2]:

- A) Trust in others causes the actor to establish positive actions with others.
- B) frees the trust of human agency and encourages mobility in collective action.
- C) Encourages trust in voluntary, innovative, dynamic and creative activities.
- D) Doubt about the dangers of interacting with others is minimized by trust.
- E) Trust leads to newer actions and leads to an exponential increase in trust.
- F) the existence of trust between actors causes actors to be open to each other and to interact wholeheartedly and to be ready to interact with other people as well.
- G) New relationships are established with trust that did not exist before.
- H) Trusted people are freed from anxiety and hesitation in caring for others.
- I) Mutual trust in others is also achieved.

### **Electronic trust or trust in the website**

Lack of trust is one of the main obstacles to the success of e-sellers and the most important deterrent to customer participation in e-commerce. Therefore, building customer trust is one of the most challenging issues for e-commerce operators [22]. Also, with the advent of e-commerce and conducting extensive exchanges through it, the issue of e-trust in e-commerce issues is raised and its importance is constantly increasing. In this regard, several definitions of e-commerce have been proposed, some of which are mentioned. Electronic trust means the tendency to be compromised by the activities of the other party, based on

the expectation that the other department will perform a specific activity that is important to the trustee, regardless of the ability to monitor and control the other party. In another definition, e-trust is an individual's attitude about expecting trust in a high-risk online situation where the individual's vulnerability will not be exploited [7]. Finally, e-Trust is the willingness of customers to make online transactions, with the expectation that the organization will live up to its obligations and not abuse its monitoring and control capabilities [37].

### **Marketing strategy**

The main focus of marketing strategy is the proper allocation of marketing resources and coordination of activities in order to meet the operational goals of the company in terms of a specific product market. Companies then seek a competitive advantage and synergy through a marketing mix tailored to the needs and wants of potential customers in that target market. The purpose of product differentiation strategy is to offer products and services that are considered as a unique product in the industry and to be offered to customers who are not very sensitive to price. The purpose of focusing on specific products and services is to meet the needs of a small group of consumers [32].

There are five different approaches that organizations use to formulate and implement marketing strategies: production, product, sales, marketing, and the basis of social marketing.

In the production approach, management must focus its efforts on increasing production and distribution efficiency. This approach is one of the oldest trends that has guided sellers. In the product approach, the marketing strategy focuses on continuous product improvement. In the sales approach, it is emphasized that the company's sales will be sufficient only if the company makes a lot of efforts in the field of introduction and sales. This approach is usually used for unwanted goods. This means that goods that buyers usually do not think about buying, such as insurance and blood donation. According to the marketing approach, achieving organizational goals requires recognizing the needs and wants of the target market and meeting it with the expected satisfaction in a better way than competitors. In this philosophy, not only is marketing not viewed through the eyes of a hunter, but also from a

gardening perspective. This means that our job is not to find and hunt for the right customer for the product produced, but to try to produce the right product for the customer [3].

### **Risk concept**

The concept of perceived risk appeared in the marketing literature in the 1960s, and since then the main effort of consumer researchers has been to identify the different types of risk that affect consumers. According to what criteria people try to reduce the risk in a decision so that they can reduce the risk of consumers through appropriate methods and strategies. Risk is the threat posed by an event or action that adversely affects an organization's ability to achieve its goals. Risk is typically defined as the chance, probability, or uncertainty of the occurrence of an outcome or outcome [25].

Perceived risk is the uncertainty of the shopping environment, where consumers may think that the purchase and the serious consequences for them are wrong or an inappropriate decision. When a consumer makes a purchase decision, risk implies the outcome of the mistake and the degree of discomfort of making the mistake. Risk is perceived as a consumer's belief about the negative consequences of a potential variable during exchanges. Risk perception is a mental judgment of individuals about the characteristics and severity of risk [5].

Perceived risk can influence consumer decisions and is one of the most important obstacles in the decision-making process. When consumers buy, the number of times they buy the product can affect the perceived risk. Obviously, products that require complex decisions have a high risk, and the more times you buy the product, the lower the perceptual risk [17].

### **Types of risks in the e-commerce environment**

The most important uncertainties in the electronic transaction process are the risks associated with information security, privacy, and the quality of the product and service offered on the web and not being closely observed. The risks involved in conducting e-commerce transactions have been studied in different studies and from different perspectives, and different classifications have been presented in this regard. In one of these classifications, existing risks are divided into four areas: risks related to personal

information (privacy and security), risks related to product quality and price, risks related to customer service and risks related to business reliability.

- Privacy and Security Risks: Risks related to personal information are related to how customers protect their personal information, both in terms of security (unauthorized agents access the vendor's server and read and copy or change customer-related information) and protection and in terms of how they use this information. This information includes credit card information and other personal information such as name, email, contact number and postal address of customers. This personal information may be made available to government agencies, institutions or other companies, even if it is for simple reasons such as unsolicited advertising in the form of messages or emails from these companies. Also, the company's privacy policy may not be clear, concise and complete, or there may not be appropriate security policies in place to transfer information.
- Risks in the field of customer service: Risks related to customer service are: risks in the field of after-sales service, lack of necessary legal rules, lack of necessary guidance for financial transactions and the possibility of editing and canceling the transaction, simple And incomprehensibility of transactions, lack of return policies in case of customer dissatisfaction, lack of mechanism to handle customer complaints and problems and proper and timely handling of it, lack of appropriate options to resolve unresolved disputes, lack of Informing about the status of the order after the purchase and non-compliance with the obligations (delivery time, possible delay time).
- Risks in the seller's area: Risks related to business reliability are related to the topics affecting the customer's perception of the ability, stability and financial security of the Internet organization, the authenticity of the seller and his reputation, the authenticity of the website (the website is not a copy and the seller has an external presence), the availability of the sales website and the authenticity of the seller's credit certificates.
- Risks of the product area: these are risks related to the quality and price of the product and services, the accuracy and up-to-date of the information provided about the product (such as product features, quality, product inventory and warranty and guarantee), ensuring that product and service features match the stated specifications, that the price

is real and that it matches the amount specified on the website, timely delivery of goods and avoiding late delivery, appropriate methods for sending goods such as shipping and packaging methods.

### ***Research background***

Pappas (2016) conducted a study entitled "Marketing Strategies, Perceived Risks, and Customer Trust in Online Shopping Intent" focusing on customers who used online flight booking for their vacation. Vacations use the online booking of Manchester Airport flights, of which 400 were selected as a sample, the required data were collected through a questionnaire tool and the data were analyzed through structural equations. The results showed that the relationship between perceived risks from the Internet and the relatively equal influence of product and Internet channel risks on customer trust, and the intention to buy online are equally affected by product customer trust and Internet channels. And there is a significant relationship between perceived risk [28].

Ponte et al. (2015) have been conducted a study entitled "The Impact of Perceived Trust and Value on Online Shopping Intent" in which a model for shaping online shopping intentions based on perceived value, trust, perceived security records, and privacy Private offered. The statistical population of the study consisted of 421 online shoppers. Regression method and partial least squares model were used to analyze the data. The results show that the intention to shop online depends on value and trust. The most important predictors of perceived trust are perceived information quality and perceived security, respectively. Perceived security of consumers also depends on the seller's reputation, website license, trust mark, privacy and security policies, familiarity with the website, Internet privacy concerns [30].

Paydar (2016) in a study entitled "Study of the effect of direct marketing strategy on the intention to buy passengers using the mediation of perceived risk variables and trust in the airlines of Isfahan province" to investigate the effect of direct marketing strategies of Isfahan airlines on Customers intend to purchase. The perceived risk role of the services provided as well as customer trust in the relationship between direct marketing strategy and purchase intention are also examined. For this purpose, in this research, using a

descriptive-survey method, the required data were collected through the distribution of a structured questionnaire among a sample of 384 customers of airline agencies in Isfahan. Data analysis was performed using structural equation modeling and LISREL software. The results show that direct marketing strategies reduce the perceived risk by customers and thus increase their trust and purchase intention [29].

Elahi (2016) in a study entitled "Investigating the Impact of Marketing Strategies, Perceived Risk and Customer Trust on Online Airline Ticketing Purchasing Behavior" examined the impact of marketing strategies, perceived risk and customer trust on online airline ticketing behavior. The theoretical model of the research is derived from the Pappas model (2016), which has the following variables: product marketing strategy, website marketing strategy, product price risk, product quality risk, customer website quality risk, customer website security risk, customer trust Product, website customers trust and purchase intention. The nature of the research is descriptive-correlation and has been done by surveying and completing the questionnaires for a period of 1 month in the period of May 2016. The statistical population of this study includes all passengers of Mahan Airlines who have purchased their tickets online. Among these members, 400 were randomly selected as a statistical sample. The tool used to measure the effect of variables is a questionnaire that includes 6 demographic questions and 38 questions and its validity is measured by Cronbach's alpha (83.85) using statistical tests obtained from LISREL and SPSS software. The results indicate that there is a positive and significant relationship between the expressed variables as well as a strong correlation [10].

## **Research method**

This research is an applied research in terms of purpose; Because its results are used to inform the managers of Sari airport. The research method is descriptive-survey research. The statistical population of this research includes all air travel customers of Sari airport who have purchased a flight ticket through online purchase and have referred to the airport for flight. The size of the statistical population of the research considering that the number

of statistical population is unlimited. Morgan table is used to determine the number of samples, which according to this formula and at a 95% confidence level is 384 samples. The instrument used in this research includes a researcher-made questionnaire. The conceptual model of the present study, which can be seen in Figure 2, is taken from the research model of Enrique Pappas et al. (2016), which is as follows:

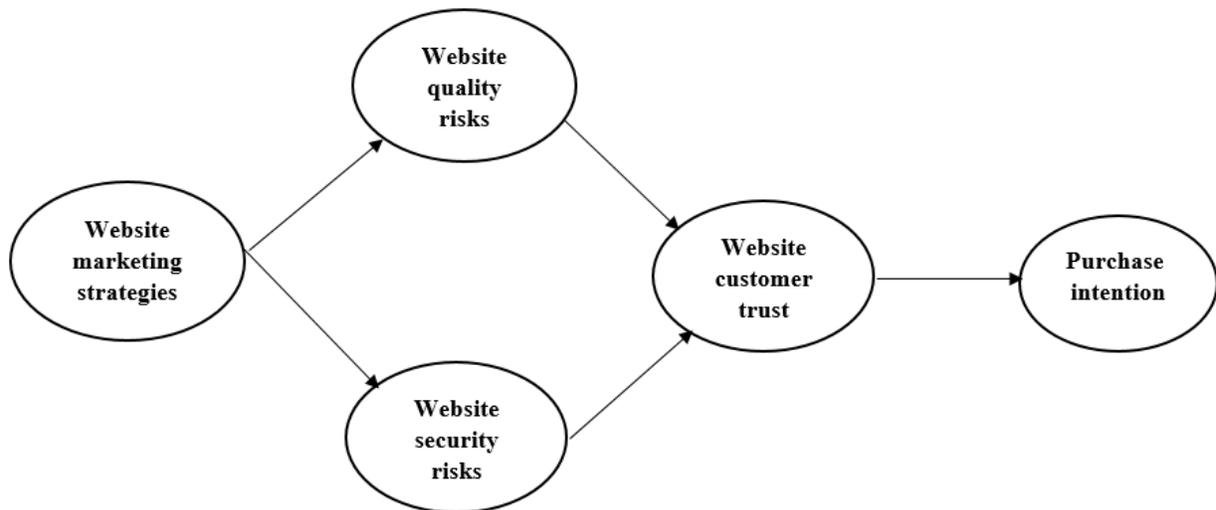


Figure 2- Conceptual model

### ***Research hypotheses***

- ✓ Website marketing strategies have a significant impact on the quality risk of sales website.
- ✓ Sales website marketing strategies have a significant impact on sales website security risk.
- ✓ The risk of sales website quality has a significant effect on customer trust in the sales website.
- ✓ Sales website security risk has a significant impact on customers' trust in the sales website.
- ✓ Customers' trust in the sales website has a significant effect on their intention to buy.

### **Data analysis**

At first, the accuracy of the information entered into the software was checked for accuracy in recording the data. According to this study, no observations outside the expected values were found. In the second stage, due to the lack of missing data, there is no need to use methods. In the third stage, because the data analysis method in this study was structural equations based on partial least squares and also PLS software was used which in this software data distribution is assumed to be unknown. Therefore, there is no need to assume that the variables are normal. In Table 2, the factor loads of the research variables and convergent validity, reliability can be observed.

Table 2- Factor loads of observed variables

	First time			AVE	Composite reliability	Alpha coefficient
Variable	Items	Factor load	Statistics t			
Web marketing strategies	$q_1$	0.828	74.551	0.973	0.854	0.841
	$q_2$	0.825	16.777			
	$q_3$	0.83	32.526			
	$q_4$	0.729	12.785			
	$q_5$	0.466	3.479			
Website quality risks	$q_6$	0.713	15.477	0.894	0.824	0.757
	$q_7$	0.828	16.644			
	$q_8$	0.791	13.499			
	$q_9$	0.758	23.595			
	$q_{10}$	0.918	51.705			
	$q_{11}$	0.743	27.158			
	$q_{12}$	0.485	4.47			
	$q_{13}$	0.671	14.615			
	$q_{14}$	0.419	2.019			
Web security risks	$q_{15}$	0.763	5.00	0.894	0.787	0.841
	$q_{16}$	0.718	14.2			

	$q_{17}$	0.418	6.582			
	$q_{18}$	0.759	9.991			
	$q_{19}$	0.923	28.309			
Trust	$q_{20}$	0.736	10.312	0.500	0.796	0.817
	$q_{21}$	0.528	7.74			
	$q_{22}$	0.677	15.487			
	$q_{23}$	0.85	21.457			
Purchase intention	$q_{24}$	0.764	9.802	0.684	0.892	0.912
	$q_{25}$	0.63	12.546			
	$q_{26}$	1.035	24.531			

According to the above table, factor loads greater than 4.0 have a good validity. Also, the average variance extracted between structures should be greater than equal to 5.0. As can be seen in Table 2, all factor loads in the table are at least at the level of 4.0. Therefore, the convergence validity of the data in this section is fully confirmed. Also, the value of t-statistic mentioned in the left-hand column indicates whether this variable is an impact variable for its corresponding structure. If the values of these variables are greater than or equal to 96.1, it indicates that the variable is at confidence level 95 Percent is suitable for the structure and otherwise is not an impact variable. As can be seen, all variables have values greater than 96.1, which indicates that they affect the corresponding structure, if the value of AVE is greater than or equal to 5.0, indicates that at least 50% of the variance is expressed by explanatory variables. As shown in Table 2, the mean variance extracted for all variables is higher than 590 and is in the appropriate range. Therefore, the convergence validity of the structures The combined reliability and Cronbach's alpha coefficient obtained for all structures also show that the internal consistency of the structural measurement models is optimal.

### Testing of the research conceptual model

In this research, to analyze the conceptual model of the research, the structural equation modeling approach using Smart-PLS software has been used. To analyze the significance of the model relations, value-t significance coefficients are used. This value is given for each of the structural and measurement relations in Figures (3) and (4).

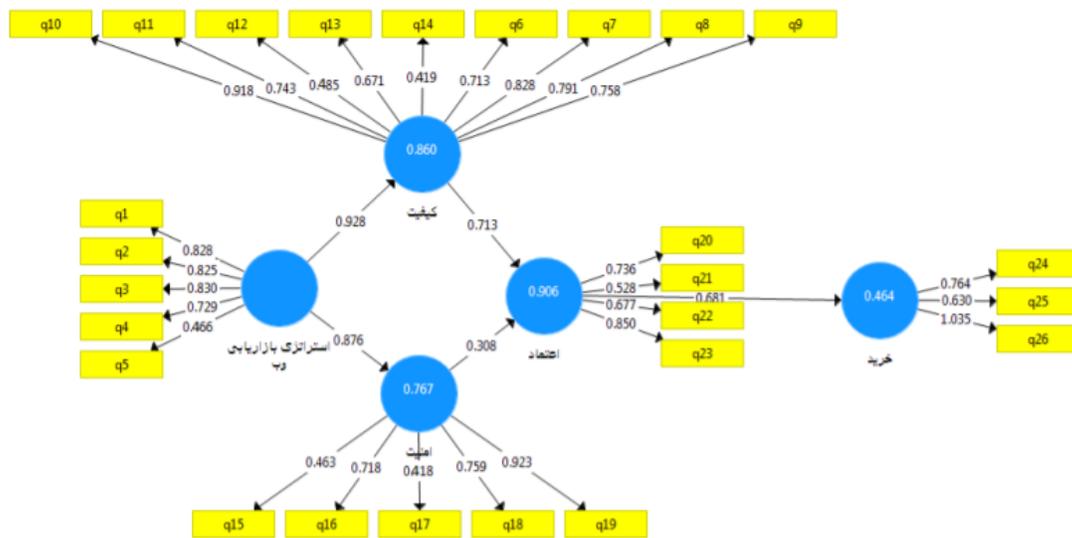


Figure 3- Partial least squares model in standard coefficient mode

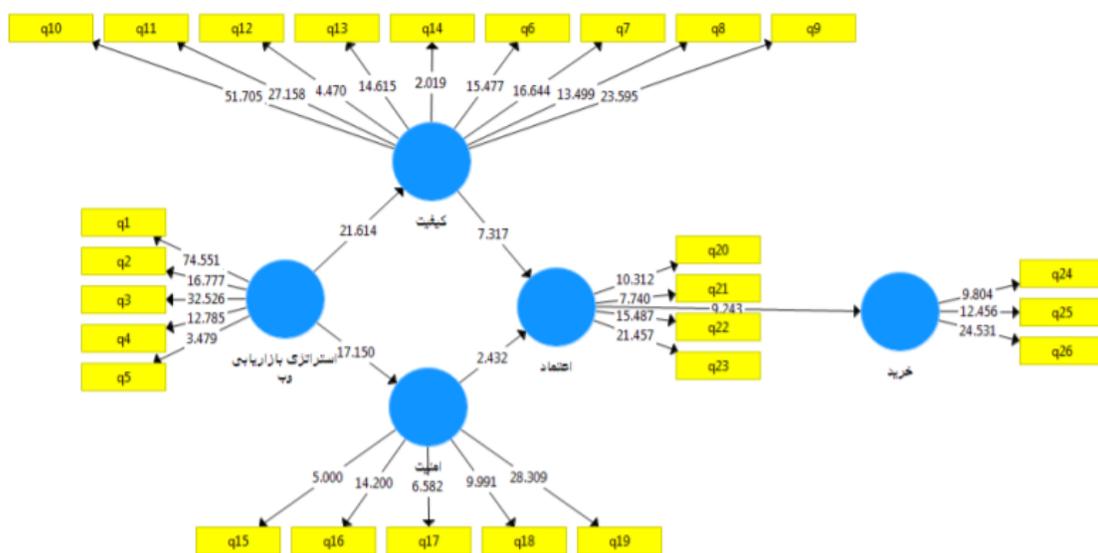


Figure 4- Partial least squares model in the case of significant coefficients

According to Figures (3) and (4), the blue circles indicate the main variables of the research and the rectangles indicate the measurement indicators of the variables or in other words the questionnaire questions. These figures indicate that, in the case of Provides significant coefficients for confirmation and rejection of hypotheses, or in other words, the amount of T-Value statistics, and in the figure related to the standard coefficients of the presented numbers, it indicates the path coefficient or the intensity of the effect. If they are higher than the absolute value of 96.1, it indicates the confirmation of the above hypothesis, and if they are lower than the absolute value of 96.1, they indicate that the hypothesis is not confirmed. Indicates the greater effect of the independent variable on the dependent variable.

### Research hypotheses testing

The research hypotheses have been tested by path coefficients and t-statistic. If the value of t-statistic for the path is greater than 96.1, it can be concluded that this path is significant and the hypothesis is confirmed at the error level of 05.0. Table 3 shows the results of the t-test.

Table 3-T-test results, test of research hypotheses

Hypotheses	Variable		Path coefficient $\beta$	Statistics t	Result
	Independent	Dependent			
1	Marketing Strategies	Quality risk	0.928	21.64	Confirm
2	Marketing Strategies	Security risk	0.876	17.15	Confirm
3	Quality risk	Trust	0.713	7.317	Confirm
4	Security risk	Trust	2.432	0.308	Confirm
5	Trust	Intention to buy online	0.681	9.243	Confirm

1. According to the above table, since the measure of T- value statistic in this regard is equal to 64.21, which is higher than the absolute value of 96.1, which indicates the confirmation of the above hypothesis. According to Table 3, the intensity of the variable in this regard is equal to 928.0, which indicates a positive and significant effect of sales website marketing strategies on the risk of sales website quality.
2. According to Table 3, since the measure of T- value statistic in this regard is equal to 15.17, which is higher than the absolute value of 96.1, which indicates the confirmation of the above hypothesis. According to Table 3, the intensity of the effect of the variable in this regard is equal to 876.0, which indicates a positive and significant effect of sales website marketing strategies on the risk of sales website security.
3. According to Table 3, since the measure of T- value statistic in this regard is equal to 317.7, which is higher than the absolute value of 96.1, which indicates the confirmation of the above hypothesis. According to Table 3, the intensity of the effect of the variable in this regard is equal to 713.0, which indicates a positive and significant effect of the quality of the sales website on the trust of the sales website.
4. According to Table 3, since the measure of T- value statistic in this regard is equal to 432.2, which is higher than the absolute value of 96.1, which indicates the confirmation of the above hypothesis. According to Table 3, the intensity of the variable in this regard is equal to 308.0, which indicates a positive and significant effect of sales website security on sales website trust.
5. According to Table 3, since the measure of T- value statistic in this regard is equal to 243.9, which is higher than the absolute value of 96.1, which indicates the confirmation of the above hypothesis. According to Table 3, the intensity of the effect of the variable in this regard is equal to 681.0, which indicates a positive and significant effect of the trust of the sales website on the intention to buy online.

### **Model fit**

To indicate the reliability of the structural model, two  $R^2$  and  $Q^2$  indices are used, which can be seen in Table 4.

Table 4- Structural model fit

Variable	$0.15 < Q^2$	$0.19 > R^2$
Trust	0.211	0.906
Security	0.319	0.767
Purchase	0.23	0.464
Quality	0.351	0.86

Models based on partial least squares use the GOF index, which must be greater than 3.0. This index is calculated according to the formula for the present model as formula number (1) and indicates the suitability of the overall model.

$$GOF = \sqrt{\overline{Communalities} \times \overline{R^2}}$$

Which a GOF value is equal to 727.0.

## Conclusion

Organizations need to measure and measure customer satisfaction, loyalty, and purchasing intent. The higher the level of familiarity and positive experience in finding a product from an institution, the better the customer trusts it. The present study was conducted by survey method with the aim of investigating the effect of website marketing strategies on the intention to buy online in air travel. The results of hypothesis testing showed that sales website marketing strategies have a significant effect on the quality risk of sales website. It is suggested to use a website discussion forum as a website-based marketing strategy, because a discussion forum can exchange users. Give word-of-mouth feedback, suggestions and promotions about services, thus being an important mechanism for reducing the risks perceived by customers and increasing customer confidence. Customers' trust in the sales website has a significant effect on their intention to buy. And it can be said that this finding

of the present study is consistent with the previous findings of Elahi (2016) and Pappas (2016). Because their research findings showed that customer trust is the basis and also one of the most important factors affecting their purchase intention.

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