WEB CONTENT AND E-TRUST EFFECT ON THE EFFECTIVENESS OF ELECTRONIC MARKETING IN FOOD INDUSTRY IN IRAN

*Shabnam Hasanzadeh and Jalal Haghighat Monfared
Department of Management, Islamic Azad University Tehran, Iran
*Author for Correspondence

ABSTRACT
One of the advantages of the Internet is that it provides the perfect tool for a growing company’s marketing activities. However, it should be considered the effectiveness of the Internet, in conjunction with the organizations to achieve long and short term goals, identifying strategic stakeholders (including customers, managers, and owners) and their wishes to be granted. The attractiveness of the site plays an important role in users’ durability and enhances their motivation for exploring and foraging; and usability of the website is a necessary condition for its survival. In this regard, the main purpose of this study was to determine the effect of the content of the website and electronic trust on the effectiveness of e-marketing in the food industry. In this study, the model of Rahimnia and Hassan Zadeh (2013) which includes the variables of informational website, Web design, e-trust and effectiveness of e-marketing was used. The study in terms of purpose is applied and in the term of used methods is survey _ descriptive. The statistical population consisted of Director, IT Manager, and Director of Marketing and Sales in the food industry of Tehran. Preparing data was conducted through field research and a questionnaire in the second semester of 2014. To test the hypothesis structural equation modeling software and Smart PLS was used. The results show that the content of the website (intelligence and design) have a positive effect on trust and the effectiveness of e-marketing while e-trust does not have any effect on the effectiveness of e-marketing.

Keywords: The Content of the Web Site, E-trust, the Effectiveness of E-marketing, Food Processing, Structural Equations Modeling

INTRODUCTION
Food industry, in addition to food security and agricultural development can play an important role in the development of the country's industrial exports. Thus considering the third application of economic development, it seems that this section along with its sub-sections is considered priorities of industrial investments. In Iran, food industry is faced with post-production problems which seem to be due to wrong strategy in the field of marketing and advertising, as well as neglecting and disregarding for the value of the brand and it being authentic and lack of attention to the customer's perspective. Marketing and marketing strategies during are deeply influenced by the technology of their times. With the advent of the printing press, radio, television and computer, marketing has played its own role and has tried to use this technological tool to achieve its goals. A lot of manufacturing organizations design and developed their marketing strategies under the influence and the emergence and growth of information technology, so that they use its potential competitive advantage.

Internet and virtual trade markets today as the markets considered. The widespread use of the Today, markets entitled internet markets and virtual markets have got attention. Internet has a significant effect on buyers and marketers who are service providers. Today, the bulk of world trade is done through a digital network that connects people and companies. Internet has changed customers’ think of comfort, speed, price, information on products and services fundamentally. As a result, the Internet in order to create value for customers and communicate with them has provided marketers a completely new way (Simovén and Minor, 2013). On the other hand, a way of gaining a competitive advantage by using electronic services is enabling companies to attract customers and encourage them to make use of this service which is possible only through building and maintaining trust in virtual environments and websites; consumer is a very important factor in the strong consumer and trade sites (Rahimnia and...
Hassanzadeh, 2013). Hence there is a need to provide good content in a proper manner and in a short time and also establish standards to determine in what format people present the system with their data. Today, the food industry more has become an exciting and lucrative industry for jobs and investment than ever become. The consumers are sensitive to what they eat and continuously research on the safety of food products and read the food ingredients label. We are witnessing an emergence of new standards for food safety, new behaviors of consumers and waves of competition in the food industry. That is why we survey the site content and customer confidence in cyberspace to discuss this issue that:

What is the effect of web content and e-trust on the effectiveness of e-marketing in food industry?

The Theoretical Framework and Hypotheses

Website Content

Websites of companies are usually one of the most important issues for companies that want to improve their profits, products or services in a competitive market (Rahimnia and Hassanzadeh, 2013). When a website needs to satisfy consumers' different needs at different stages of the buying process for an internet marketer it is important to investigate the factors influencing consumer behavior (Alipur, 2012). Researchers have concluded that the content of the website are closely related with satisfaction and customer loyalty.

For example, Belanche and colleagues concluded in their study that the usability of the website has a great effect on the customer satisfaction (Belanche et al., 2012). Casalò et al., reported that the website increases customer loyalty (Casalò et al., 2008). Study on the preferences and desires of the customers with regard to purchase showed that the content of the website affects the buying patterns of customers (Kim and Stoel, 2004). Customers’ perceptions of retailers are more based on their interaction with the sites retailers caused (Ha and Stoel, 2009).

According to the cases mentioned in the literature we have divided website content and design into two information and design dimensions. This distinction is useful because a poorly designed website cannot provide useful information to users and will lose potential customers (Rahimnia and Hassanzadeh, 2013). In addition, information management in Web content improves customer loyalty (West and Turncy, 2000).

Design Dimension

Information dimension of websites determines what data must be presented to the customers on the site (Beth et al., 2008).

Oh, and colleagues concluded in their study that proper design of a website attracts visitors and encourages them to check the content of the information and content provided on site. Websites which have used appropriate images and projects have been successful in selling their goods and their customers have been able to buy and re-visit the store's website (Oh et al., 2008).

Good Web design and use of interactive features helps users identify relevant information quickly and easily and thereby become more practical. A large number of researchers have used experimental observations and noticed that interactive relationships result in more satisfaction from the website and leads to success of the company (Goutam et al., 2005; Mcknight et al., 2002).

Ha and Stoel, McKnight and colleagues concluded that electronics designs affects consumers’ trust (Ha and Stoel, 2009; McKnight et al., 2002). In this study, design includes three factors: job of searching, protected content, website content and visual presentation.

Information Dimension

Website information dimension determines what information the site should provide to its clients. Corporate Web sites usually provide information about the company, business, specific news or information about the product (Alvani and Danaeefard, 2014). McKnight and colleagues concluded that the information provided on the website affects consumers’ electronics trust (McKnight et al., 2002). Kim et al., stated that the information provided on the website affects electronic trust of customers but web design is not very effective (Kim et al., 2004). Marketing professionals and academic researchers argued that the primary purpose of the Web site to provide information to potential customers, consumers and other stakeholders (Chen et al., 2002; Palmer, 2002).

© Copyright 2014 | Centre for Info Bio Technology (CIBTech)
Research Article

Keeney stated need to minimize product information one of the main goals related to e-commerce (Keeney, 1999). Chen believes receiving information provided through the website is the second most important factor in explaining the change in the attitudes of the website visitors (Chen et al., 2002). Guo proved that the website information is an important factor in the effectiveness of the business's website (Guo and Salvendy, 2009).

Electronic Trust

Trust is a desire to believe in the other side of the transaction which is that the retailer and consider him credible. Trust has a great effect on a person's tendency to buy (Fortein et al., 2002). The authors stated that trust is quite important to develop long-term relationships and increase customer loyalty. Meanwhile, many researchers have suggested that customer trust plays a significant role in creating long-term relationship and achieving customer loyalty (Zhang, 2009).

As long as the buyers gain more experience in the purchase process trust is increased, the purchase goes further and their concern is reduced (ShafiZadeh et al., 2013).

Corbitt and colleagues concluded that high levels of trust encourage customers to buy electronically in their study (Corbitt et al., 2003).

Ha and Stoel came to the conclusion that the ease of use of the website and the confidence of customers encourages them to purchase electronics (Ha and Stoel, 2009).

Three important dimensions in order to attract customer confidence when working on the company's website include: ability, integrity, ability to predict (Wu et al., 2008).

E-Marketing Effectiveness

With the increasing spread of the Internet in the affairs of life, one of the arguments is transactions via the Internet that is of interest to many organizations and customers. However, the effectiveness of the Internet in relation to the achievement of long-term and short-term goals, identifying strategic stakeholders (including customers, managers, and owners) must be noted (Alvani and Danaeeefard, 2014).

E-marketing is known to be equal to traditional marketing that uses information technology to achieve its goals and improve its marketing performance (Judy & Raymond, 2001).

For effective marketing activities, companies have several ways to satisfy customers in order to increase the number of products sold in their e-marketing. Creating a long term relationship with customers based on customer loyalty by the Internet and e-mail marketing offers an inexpensive way to make this relationship happen (Chang & Chen, 2008). E-marketing effectiveness increases loyalty, sales and customer uptake (Sharma and Sheth, 2009).

MATERIALS AND METHODS

Methodology

This study is applicatory in terms of purpose and descriptive-survey in terms of gathering data. The population consisted of the CEO, IT manager and marketing and sales managers of food industries of Tehran, 4500 people. Spatial domain of this study was food industry corporate in Tehran at a number of
Time of the study was the second semester of 2014. Sample for obtaining the desired proportion in the limited population (N=4500) is calculated through below formula:

\[
\begin{align*}
  n &= \frac{P(1-P)Nz^2_{\frac{\alpha}{2}}}{e^2(N-1)+P(1-P)z^2_{\frac{\alpha}{2}}} \\
  P &= 0.5 \text{ relativity of the desired characteristic} \\
  1-P &= 0.5 \text{ non-relativity of the desired characteristic} \\
  \varepsilon &= 0.09 \text{ Error possibility level} \\
  N &= 4500 \\
  Z_{\frac{\alpha}{2}} &= 1.96 \\
  N &= \text{ sample size}
\end{align*}
\]

According to the above formula and N=4500, sample size is approximately 122.

Method of collecting information on this research was documentary (library). Thus, by referring to the relevant books, approved papers and Internet searches of various articles, the information was collected and in the next stage Rahimnia and Hassanzadeh questionnaire will be used (Rahimnia and Hassanzadeh, 2014).

In this study, to evaluate the reliability of the measuring tool (questionnaire survey), convergent validity and construct validity were used. For construct validity of the study hypothesis with the supervisor and two other professors of Tehran School of Management was placed and after obtaining their comments and revisions, the validity of research was confirmed. Confirmatory factor analysis was used to determine convergent validity. Convergent validity at time of establishing the amount of variance extracted (AVE) of each of the main variables, is greater than 0.5. According to Table 1, the AVE is above 0.5 for all variables.

<table>
<thead>
<tr>
<th>Variables</th>
<th>E-marketing effectiveness</th>
<th>E-trust</th>
<th>Design</th>
<th>Information</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of AVE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.60</td>
<td>0.58</td>
<td>0.54</td>
<td>0.55</td>
<td></td>
<td>Value of AVE</td>
</tr>
</tbody>
</table>

Reliability of tools, which is also known as credibility and accuracy, means that: a tool is built to measure a variable and attribute, leads to similar results when it is used in other similar circumstances or time or place (Hafeznia, 2003). In this study, Cranach’s alpha coefficient was used to determine the validity and reliability of supplies. To calculate the reliability of the questionnaire, 30 questionnaires were distributed between CEO and director of marketing and sales in the food industry corporations of Tehran. Nonali so suggested that the Cranach’s alpha must be 0.7 or more to be accepted (Momeni and FaalGhiaiymoomi, 2007). Cranach’s alpha coefficient of the questionnaire using SPSS 19 software was 0.965 respectively, which showed acceptable reliability to the questionnaire used in this research. The Cranach’s alpha coefficient for each defined variables (Table 2), which demonstrate acceptable reliability items and questionnaire used in this research.

<table>
<thead>
<tr>
<th>Cranach’s Alpha</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.907</td>
<td>Information</td>
</tr>
<tr>
<td>0.841</td>
<td>Design</td>
</tr>
<tr>
<td>0.851</td>
<td>E-trust</td>
</tr>
<tr>
<td>0.805</td>
<td>E-marketing effectiveness</td>
</tr>
</tbody>
</table>
To verify the validity of the research model structures, PLS software was used which in the table below, credit is written for each of numeric variables. If this number is greater than 0.7 it indicates that the hybrid credit structures are acceptable.

Table 3: Synthetic Validity of Research Model Structures

<table>
<thead>
<tr>
<th>(CR) Combined credit</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.920</td>
<td>Website Content Information Dimension</td>
</tr>
<tr>
<td>0.885</td>
<td>Website Content Design Dimension</td>
</tr>
<tr>
<td>0.907</td>
<td>E-trust</td>
</tr>
<tr>
<td>0.866</td>
<td>E-marketing effectiveness</td>
</tr>
</tbody>
</table>

As it can be seen, CR value is greater than 0.7 for all the variables.

Hypotheses

H1: The content dimensions of the food industry's corporate websites affect e-trust.
H1a: Information dimension of food industry's Web sites affects e-trust.
H1b: Design dimension of the food industry's corporate website affects e-trust.

H2: the content of websites of the food industry companies affects the effectiveness of e-marketing.
H2a: Information dimension of Food Industry websites affects e-marketing effectiveness.
H2b: the food industry's corporate website design affects e-marketing effectiveness.

H3: e-trust affects the effectiveness of e-mail marketing companies in Iran food industry.

Data Analysis

Structural equation modeling technique is of multiple regression and strong family and rather linear which allows the researcher to test a set of regression equations in the same way. This model is a comprehensive approach to test hypotheses about the relationships between the observed variables and the latent (Homan, 2008). By PLS regression coefficients for the path of correlation coefficients can be standardized for variables and parameters for the model awarded size. To verify all the hypotheses of this study, first the calculation path factor, then the significance of this factor with the test statistic are investigated. If you calculate the significance level of test significance level being smaller than (α = 0.05) the hypothesis is confirmed and if the value of α = 0.05 is more hypothesis is rejected.

Table 4: The Results of the Study Hypothesis

<table>
<thead>
<tr>
<th>Results</th>
<th>T value</th>
<th>(β) Path Co</th>
<th>Hypothesis</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>confirmed</td>
<td>5.302</td>
<td>0.363</td>
<td>Information dimension of food industry's Web sites affects e-trust.</td>
<td>H1a</td>
</tr>
<tr>
<td>confirmed</td>
<td>9.036</td>
<td>0.578</td>
<td>Design dimension of the food industry's corporate website affects e-trust.</td>
<td>H1b</td>
</tr>
<tr>
<td>confirmed</td>
<td>3.894</td>
<td>0.382</td>
<td>Information dimension of Food Industry websites affects e-marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>effectiveness.</td>
<td></td>
</tr>
<tr>
<td>confirmed</td>
<td>2.605</td>
<td>0.366</td>
<td>the food industry's corporate website design affects e-marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>effectiveness.</td>
<td></td>
</tr>
<tr>
<td>confirmed</td>
<td>1.010</td>
<td>0.120</td>
<td>e-trust affects the effectiveness of e-mail marketing companies in Iran food industry.</td>
<td></td>
</tr>
</tbody>
</table>
Figure 2: The research model in significance (t test)

Figure 3: The research model in standard mode (the coefficient of β)
Conclusion and Recommendations

According to the path coefficients of the variables listed in Table 4, it is suggested that relations with the index are higher in priority.

According to calculations in Table 4, the effect of the design dimension on electronic trust path coefficient is 0.578, and the path coefficient has a t value of 9.036. T value for this parameter (as a percentage error of law in rejecting the null hypothesis for large amounts of 1.96 per parameter model), is calculated to be above 1.96. Therefore it can be said with 99% confidence that the hypothesis is confirmed. The results (in theory) are consistent with Rahimnia and Hassanzadeh study in 2013. Also McKnight et al., (2002) and Ha and Stoel (2009) concluded that design affects consumer e-trust in their study. Managers should note that the website design company in accordance with the rules specified. Company managers are advised to use various photos from different angles and high quality of products to a tangible product for their website visitors.

Given that information affects the effectiveness of e-mail marketing and has a of 0.382 path coefficient and a t value of 3.894, the findings indicated that the information affects the effectiveness and usefulness of e-marketing website. Also Rahimnia and Hassanzadeh (2013) and Guo and Salvendy (2009) concluded that the website information is an important factor in the effectiveness of website business. Food industry executives are recommended to:

1. Provide detailed information of their products and maneuver on these ones.
2. In order to increase customer acquisition increase customers’ ways to communicate with the company (phone, email, direct contact with the CEO and quality control).
3. Provide reasonable and tempting discounts for visitors in events and different time periods.
4. Website must specify information on the cost of goods clearly for visitors and customers.
5. Provide honest, accurate information in relation to competitors and maneuver in areas that are superior to competitors.
6. Present the possibility of questions and answers from the experts online to guide visitors and provide suggestions about products to be provided to visitors.

According to Table 4, the effect of e-marketing effectiveness was 0.366 path coefficient and has a t-statistic of 2.605. The results of the study are consistent with Rahimnia and Hassanzadeh (2013). Oh et al., (2008) concluded that the appropriate design of a website has a significant effect in attracting visitors and encouraging them to review the content of the information and material provided on the site in their study. It is recommended to the directors to put online advertising on their sites in accordance with the principles of marketing and consumer behavior. Managers also can find the food industry to identify the characteristics of consumers (sex, education, age, income, etc.) by getting information when they log in or when they purchase from the site, in order to attract consumers and give them reasonable offers. About the relationship between the site and trust the information electronically we came to the conclusion that the effect of the information on electronic trust has a path coefficient of 0.363, and this factor along with the t value of 5.302 matches with the results of Rahimnia and Hassanzadeh (2013), Rahimnia and Hassan (2010), McKnight et al., (2002) and Kim et al., (2004). Also, Szymanski and Hayes stated that information about product and website designs are important in creating a pleasant customer experience (Szymanski and Hise, 2000). Food industry executives are recommended to:

1. Provide the possibility to change the language for their customers.
2. To provide the site map on the website so that the visitors do not get confused.
3. To provide their collected certifications (such as ISO) on website in order to build confidence and trust in visitors; the Standards and Approvals of health will be greater in the eyes of visitors.
4. Corporate website must determine main dealers sell and distribute their products in Tehran and other cities precisely (address and phone number).

According to calculations in Table 4, the effect of trust on the effectiveness of e-marketing has a path coefficient of 0.120 and a t value of 1.010. T-value for this parameter is calculated less than 1.96. It can be said that the hypothesis can be rejected with 99% confidence; in simpler words there is no direct relationship between the trust and the effectiveness and usefulness of e-marketing. On hypothesis 3 not
being confirmed it can be argued that the effectiveness of website visitors and customers in the food industry of electronic trust is not what e-marketing effectiveness and effect websites' content of the web "is. Because people consume food daily and constantly, when they visit web sites they are looking for information and the quality of food products which are more relevant, because food is associated with health. It is better for industry leaders to enhance the effectiveness and efficiency of the food web, advertising and effective use of corporate websites in the field of food industry (such as KFC, McDonld's, Pepsi, RedBull).

REFERENCES
Research Article

