

COMMUNICATION VALUE OF ONLINE SHOPPING WHO TO BUILD THE TRUST BETWEEN CUSTOMERS AND SUPPLIERS

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Abstract: The purpose of this paper is to find the important and clever ways to build the trust between customers and suppliers especially in online shopping and I want to focus on Arab countries – Iraq as a simple of my studying. I have chosen Iraq because there is no trust at all with this kind of service, so you cannot find any online apps or websites in this country. Because of the fact that I will take this topic, and everything belongs to it by consideration in order to enter this part (Iraq market – online service). The trust is a key point of any business so that new way of shopping which will take it as a study community for many reasons. First of all, Iraq community does not have this kind of service or it is very limited. secondly, because I'm working in this part as a (customer service – in online shopping website which took Gulf countries as a target) in a website which has a target Arab country, when I'm talking to the customers first question is (who to approve that your products are original?) Last but not least, I'm working on this part in my life and I'm almost done with this kind of service to enter to Iraq market depending on my huge experience with Iraq community and find a good channel to build a perfect level of trust. To sum up, online shopping is a good way to increase the sales also find a new communication channels with customers depending on the large amount of experience in the world, I want to take all these points by consideration in order to create a new online method in this part of the word.

Keywords: Online Shopping, Trust, Marketing Communication.

1. INTRODUCTION

Today it is necessary for organizations to understand why marketing communication programs very important. They have become so important in their activity, especially after 1990. The traditional ingredients of the marketing mix product, price, location (distribution): they are no longer as efficient as in the past. When the market after a slow period of development, these proved to be particularly helpful in the work of any organization. But today, the elements of the traditional marketing communication have lost their value as competitive. So that many ways to get a product can be copied by competitors in a very short period of time. The experience Organizations in providing value for products, in a traditional way, are replaced today with the design and make your computer or robotics assisted. In addition, any form of distribution can be easily reproduced competition. The efficiency of the organizations kept the trust up to the point where this became an advantage in decrease the risk. The Marketing communication can provide a real sustainable competitive advantage to any organization that takes advantage its potential In an economy with a high competitiveness, organizations must capitalize integrated marketing communication in the most effective way, to ensure the creation and maintenance of long-term relationships with current and potential customers. Through the trust approach to marketing communication, companies "talk to a voice "and the impact of the messages sent is a maximum.

2. RESEARCH METHODOLOGY

1- The purpose of this paper is to highlight, by documenting studies on specialized literature, the influence that has marketing communication about the consumer's buying behavior and trust.

2- The main objectives of the research:

A- Analyze the relationship between marketing communication and consumer trust.

B- Determine the factors that can influence the buying trust of consumers through marketing communication and how to effect on customer's behavior.

C- Identify the tools used for the collection, processing and analysis of the findings obtained from the investigation, as follows:

A- A number of scientific articles published in well-known international databases were selected and analyzed.

B- Titles of books published in the field of research were consulted Elements of interest were identified that contributed to achieve the aforementioned research objectives.

D- The interpretation of the theoretical results obtained that contribute to the fulfillment of the main research objectives are presented further. Consumer trust is of great interest to marketing and communication specialists. Nicosia (1976) proposed a model of consumer behavior that focuses on the company's efforts to connect with existing and potential customers through communication messages, as well as their predisposition to act in a certain way with these. The Nicosia model (1976) is based on the relationship between the company and its current or potential customers. The organization communicates with them through communication messages, and consumers interact by purchasing the product and / or service. This model shows the fact that the company and the consumer are connected with each other, respectively, the company is trying to influence the consumer and consumer purchasing decisions that influence the company through its decisions by increase the trust through many ways which suggested by researchers (Bettman, J. R., 1979).

A model of consumer trust often cited was developed by the Howard-Sheth specialists in 1969. The model is important, because it emphasizes the importance of the variables introduced in the procurement process and suggests ways in which consumers classify these inputs before making the decision to buy The Howard-Sheth model is the result of extensive experimental research. Input variables consist of three different types of stimuli:

III. MARKETING COMMUNICATION

The main objective of marketing communication is to pass the message from the sender and the receiver (Vodak et al., 2016). The contribution of a successful transferred message may be demonstrated by the number of real customers willing to pay money for the value provided (for example, a product or service). By quantifying the earnings paid for the products, the corporation can evaluate the success rate of a particular marketing communication, that is, the messages passed from the company to the customers. Marketing learns from business results (P. Kotler, et al., 2007). Therefore, it is necessary to understand the financial indicators, that is, the economic aspects and the results of the marketing communication in the context of the operation of the company. Marketing is part of a management process. The result of this management process is knowledge, anticipation and influence on customers in an efficient manner, ensuring compliance with the company's objectives (Š. Hittmár, et al., 1999). By providing customers with real information, many ways of communication, and decreasing the risk companies can build a good trust leading to increasing their income by increasing the rate of sales.

IV. SOURCES OF INFORMATION

A- Great catalysts, which provide information in the physical properties of the product, stories such as quality, price, service and characteristics.

B- A symbolic stimulus through which visual and verbal information is conveyed about the characteristics of the product.

C- Social stimulus -family, reference groups, social class.

Schiff Mann and Kanuk (1997) point out that most models of consumer behavior are based on economic theory, and more precisely on the idea that individuals act rationally to maximize the benefits that you can obtain when purchasing goods or services, but without trust customers will not be able to spend money so the most important thing is to increase the rate of trust. By following these critical points companies can adopt a good reputation in the eyes of the consumer (Schiffman, J. B., Kanuk, L.L. 1997).

This study provides a review of empirical literature and the theoretical framework. Specifically, seen Quality, perceived risk, customer confidence, and customer loyalty they were selected after extensive review of marketing literature.

1- Perceived Quality

The perceived quality is defined as the judgment of consumers about entity services that contain general excellence (Snoj et al., 2004). He suggested building a novel, "Green Conceptual Quality", although environmental awareness is more popular. This research proposed building six-dimensional perceived quality using ((performance, durability, attention, merit, reliability, and product safety)). (Chen, Y. S., & Chang, C. H. 2013)

2- Decrease the Risk

By decreasing the risk as a normal result companies can improve or increase their sales. Thus, the reduction in perceived risk is beneficial to increase customer confidence; the perceived risk is measured by functional risk, performance risk, psychological risk, social risk, financial risk, and physical risk these six dimensional suggested by researchers to reach high level of trust (McCorkle, D. E. 1990).

3- Customers Trust

The development of trust is more suitable for trade when considering the business market to the consumer. Customers trust more reputable organizations; marketing organizations need to focus more on the corresponding regulatory excellence than on the product features. This research proposed five-dimensional building of customer confidence using reputation, performance, demand, expectation and commitment. (Keh, H. T., & Xie, Y. 2009).

4- Customers loyalty

Customer loyalty is a deep commitment to repurchase or re-ordinate the product or service consistently in the future, despite situational and marketing efforts that have the potential to trigger switch behavior. (Tuu et al. 2011) Defined customer loyalty as a *cumulative construct that includes both the act of consuming (loyalty to the action) and the expected consumption (future repurchase)*. Most studies measure loyalty results using dimensions of behavioral loyalty, such as verbal communication, purchase intent, price insensitivity, and the behavior of complaints. This research suggested a four-dimensional construction of customer loyalty using the intent of repurchase, the behavior of complaints, price insensitivity and word of mouth. Li, M. L., & Green, R. D. 2011).

There is a relationship between perceived quality and customer loyalty the subsequent hypothesis explains the relationship between perceived quality and customer loyalty:

1. There is a significant relationship between perceived quality and customer loyalty.
2. There is a significant relationship between perceived quality and perceived risk.
3. There is a significant relationship between perceived quality and customer confidence.
4. There is a significant relationship between perceived risk and customer loyalty.
5. There is a strong relationship between customer confidence and customer loyalty.

5- Marketing decision

According to psychology and social sciences, the process of human selection is decided emotionally and / or rationally. The emotional responses respond to the values of the militant person, while the rationality of the person strives to obtain a pragmatic or utilitarian value (Westbrook, R.A., & Black, W.C., A., 1985). Hirschman and Holbrooke (Hirschman, E.C., & Holbrook, M.B. 1982) also point out that the perception of people's emotional values consists of their symbolic and aesthetic values. Symbolism is the representation of things through symbols or attributing symbolic meanings to an

object, person or group. Symbolism can evoke powerful images and emotional responses. Aesthetics is the standard of exterior beauty and also the standard for emotional judgment. Emotion is defined as the immediate mental state of your thoughts or ideas and some kind of value judgment. This type of perception of emotional value prevails over rationality when it comes to making decisions and has a direct effect on the level of satisfaction. Carbarino and Edell also affirmed that one of the keys to achieving superior client loyalty is through emotion because the perception of emotional value finally prevails over rationality. For this reason, we determine that the emotional components, such as the appearance, image and symbolism of the candidates, will have a greater influence on the opinion of the voters on the candidates than the rational elements of perception of value, such as the economic benefit that will be derived. To support the candidate. We recognized that strong conflicts between conservatives and liberals, interregional conflicts and the intergenerational conflicts that prevail in Korea have a greater influence on the emotional components than on the rational components, and these emotional perceptions are influencing rational judgments. Therefore, convinced that emotional perceptions will influence the rational judgment of voters, we established the following hypothesis (Battman, J.R., et al., 1998; Garbarino E.C., & Edell, J.A. 1997; Shiv, B., & Fedorikhin, A. 1999).

The Engel-Kollam-Blackwell model (1995) highlights the importance of the desire for knowledge a product or service in the behavior and consumption of the purchase. This model shows the relationship between the four main components, as follows:

A- The purchase decision, which is based on the following steps

1. Identification of the need.
2. Looking for alternatives.
3. Evaluation of alternatives.
4. Post-purchase behavior.

B- Getting information - the consumer receives information from various sources, which also influences the purchase decision and customer's trust;

C- The processing of the information consists in the exposure, attention, perception, acceptance and retention of the client in the information received;

D- The variables that influence the purchase decision refer to these individual influences: reasons, values, lifestyle, trust, personality and environment - culture, reference groups, and family. Bettman (1979) emphasizes in his model the fact that the majority of consumers rarely analyze complex alternatives with respect to purchasing decisions, but choosing one of these alternative depends on the rate of trust which build by companies and generally, it applies a very simple strategy. This model captures seven steps:

- Ability to process information;
- Motivation;
- Attention and perception;
- The search for information and its evaluation;
- Store information;
- Decision making process;
- The process of consuming and learning.

The Sheth-Newman-Gross model (1991) highlights five values in terms of decision alternatives that can be influence consumer behavior:

1. Functional value: derived from the attributes or characteristics of the product, such as durability, price, etc.
2. Social value: consumers have positive or negative stereotypes regarding the purchase a product based on association with demographic variables: age, gunder, religion; socio-economy: income level, occupation, etc. cultural: race, religion; political;

3. Emotional value - an alternative acquires emotional value when it is associated with certain feelings;
4. Epistemic value - an alternative decision acquires epistemic value through story elements as curiosity, novelty and desire for knowledge. The epistemic aspects are related to the reasons that justify perceived attention through curiosity, the desire for knowledge and the exploration of needs offered by the product.
5. The conditional value: a decisional alternative acquires conditional value as a result of physical evaluations and social experiences The Solomon model (1996) captures the following aspects of consumer behavior:
 - Buyers and be different people.
 - People can influence the purchasing process.
 - Organizations can also be involved in the Purchasing process.
 - A large part of the marketing activity focuses on adapting the supply of products to the needs and requirements of the target audience.
 - Encouragement to those desired through communication campaigns.

Middleton (1994) called the so-called stimulus-response model of consumer behavior. This model is based in four interactive components; the central component is "the characteristics of the buyer and the decisional" process. "The model highlights the important effects that an organization can have in the purchase process using the tools of the communication mix.

Gilbert (1991) proposed a decision purchasing model with two categories of influence factors that it can have an impact on consumer behavior. The first influencing factor includes psychological variables, namely, the perception and learning. The second factor of influence takes into account the sociological variables, more exactly reference groups and family.

Schultz and Kitchen (2000) suggest the fact that an additional way to improve the communication strategy is the content of the message in consumer terms: when is a message more likely to be relevant? When is it the most likely for a target audience to be receptive to it? Understanding of seasonal trends and cycles for Purchases or ways to use a product / service can help organizations in their efforts to maximize relevance of the transmitted communication messages. Taking into account the preferences of the clients, through the contact of these with the product / brand: you can determine the point where the client can be most receptive to a message (Schultz and kitchen, 2000).

6- Emotional, confidence in policies and rational value perception

This study analyzes how voter perception translates into continuous political support. Confidence in policies plays an important role as a moderating variable in this document. The perceptions of passionate and rational value of a candidate are the two factors that will have an impact on the confidence in the policies and, consequently, leads to a continuous political support. The concept of trust from a political perspective expands next. The concept of trust is defined as faith in how people will respond in the expected way. Mayer et al define trust as "the faith in which a person can be trusted to fulfill the promises he has made." Moorman, Deshpande and Zaltman (Brehm, J., & Rahn, W. 1997) define trust as being able to trust a reliable or dependable person. The basic components of trust are compliance and trust. The Roloff (Miller, A., 1974) Concept of social exchange theory states that when individuals participate in social transactions, it is determined by trust. Confidence in policies is defined as faith that the candidate's policy will be executed in accordance with the nominal expectations of the electorate. The factors that affect trust in policies can be differentiated by emotional and rational factors. Confidence in politics is formed as a result of the voter's emotional response to a candidate. These passionate opinions can be shaped by a variety of factors such as the candidate's appearance, socioeconomic background, gender, regional background and reputation. Rationality, efficiency and equity are the rational factors that can also contribute to confidence in policies. In this article, we use the operational definition of the perception of rational value as the economic benefit and the real possibility of realizing the policies of the candidate, etc. Passionate confidence is especially affected by emotional perception. Cognitive trust is formed by accumulating information about the trustee that subsequently configures trust based on emotion, defined as the passionate and empathic bonds between two people. In this way, we hypothesize that the voter's perception of emotional value and voting has an influence on the confidence in the candidates' policies (Lewicki, R. J., & Bunker, B. B. 1996. Rousseau, D. M., et al., 1998; Bradach, J.L., & Eccles, 1989).

7- Policy of trust, communication and continuous support:

This study hypothesized that trust in policies has an impact on communication expectations. Continuous political support. Pradesh and Eccles (Gulati, R. 1995) said that trust, a vital control mechanism Mission as a means to determine relationships and declared "Confidence is a type of mitigating expectations Fear that an exchange partner will act opportunist", and this kind of confidence is limited "Trusting and relying on the specific counterpart will also affect other factors of trust in politics." Gulati, (Anderson, J.C., & Narus, J.A. A 1990) "That trust leads to the ongoing formation of relationships." In addition, communication resulting from trust in policies refers to an informal exchange. Or formal information that is timely and timely and to increase confidence by helping to resolve conflicts and harmonize perceptions and expectations. Anderson and Narus (Morgan. R., & Hunt, S.D. 1994) point out those previous contacts are a prior accumulative buildup of trust. Confidence leads to better communication. In other words, the results of frequent and high-quality communications in the past increase trust and improve the quality of future communications. Outlook Communications It is the assumption that there will be a high-quality bidirectional dialogue. Roloff (Miller, A. 1974) defines communication as the process of transferring ideas to recipients and exchanging information, opinions, ideas, thoughts, feelings and directives. This means that communication is more than a simple sender that sends a message, but requires confirmation of content, as well as an understanding of the recipient. How Seem (Knezevich, S.J., 1975) defined communications as a process of exchange of information or messages through signs with a view to achieving them bilaterally agree on the meaning and influence the behavior of each organism. In other words, communication is not a single delivery; rather it is a process of forming an agreed upon meaning through a useful two-way communication. It means that members of an organization with a specific purpose take steps to dynamically achieve the exchange of information required. Continuous support for a candidate regardless of the outcome of the election means continuing to rely on the candidate's policies. If the confidence in the policies influences the expectations of the communications and the continuous support directly or indirectly, it will depend on the research model. The important thing is that several researchers confirm that it is a positive influence. Therefore, we hypothesize that trust in policies influences expectations regarding communication and ongoing support.

V. CONCLUSION

Today, consumers come to so many sources of information and the value trust in a new way of shopping (online shopping) This new method of shopping has many advantages to customer like saving their time, be free with buying many products whenever they have time, transfer to many brands and get the value of obtaining products without going to any mall or shop. But with this way of shopping there is a high level of risk, so customers may think they will be a victim of cheating websites so many researchers working on this issue in order to increase the rate of trust with this kind of online shopping.

The design of an effective message and the selection of the most appropriate communication tools are important steps in the creation and maintenance of consumer preferences for a product / brand or company. Marketing communication is an activity that creates profitable customer relationships and creates value of the product / brand or of the company. Its objective is to guarantee the coherence of the message transmitted through a combination of communication tools such as advertising, sales promotion, direct marketing, public relations, online communication, etc.

Knowledge of the way in which customers have access to communications transmitted in the market can reveal their preferences on how they want to receive the respective information. Taking into account consumer expectations, the organization can use marketing communication in a more effective and economical way.

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