An Investigation Into The Effect Of Mediating Role Of Customer Satisfaction On The Effect Of Online Shopping Convenience Aspects (Easy Search, Convenience Of Deal (Transaction)) On Shopping Intention (Case Study: Aylar Website Customers)

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Abstract

The purpose of this study is to investigate the effect of mediating role of customer satisfaction on the effect of online shopping convenience aspects (easy search, convenience of deal (transaction)) on shopping intention. This applied research has been conducted by descriptive-survey method from the field of field studies. The statistical population of the research is the customers of Aylar Website and the size of the population is unknown. The level of analysis in this study is the customers of Aylar Website and questionnaires were sent online to customers in cooperation with the website due to the outbreak of COVID-19 in the country and the lack of access to the statistical population. Due to the unknown size of the population, the minimum sample size was determined to be 384 people. A questionnaire was distributed and completed based on available non-stochastic sampling. Validity and reliability have been tested with regard to the novelty of research variables and information collection means. Hypothesis testing and data analysis were performed using multivariate regression method and SPSS and PLS software. Research methodology is of structural model; result path analysis type. The result of path analysis shows that easy search, convenience of deal (transaction) has a positive and significant effect on the intention purchase of Aylar online store customers. Easy search, convenience of deal (transaction) has a positive and significant effect on satisfaction of Aylar online store customers. Customer satisfaction has a positive and significant effect on the purchase intention of Aylar online store customers. Customer satisfaction mediates the relationship between easy search, convenience of deal (transaction) and the purchase intention of Aylar online store customers.

Keywords: easy search, convenience of deal (transaction), customer's intention to purchase, customer satisfaction.

1- Introduction and problem statement
Increasing the number of internet users, how users use this interactive tool as an effective part in purchasing actions and decisions, have attracted the attention of experts and pundits. As the use of the internet expands, its use for companies has become a strategic aspect (Pam et al., 2019). Having effective communication with customers through the internet is an important and vital aspect for companies and most enterprises use websites as a communication tool. The online marketing environment allows the sellers to be able to provide users with many intermediaries with a variety of retail facilities. Accepting online shopping and doing so largely depends on the consumer's attitude and how people interact with computer. The company's online activities must be profitable for the customer to attract him. As Cutler (2004) states, marketing is not based on production facilities but on customer satisfaction (Alba, 2020). Customer satisfaction is defined as a customer's feeling or attitude towards a product or service after using it. One of the recent innovations in web applications is the online shopping experience. Thus, the development of these networks has created a new era of commerce called e-commerce. E-commerce is one of the new capabilities of the internet that is constantly expanding. The web-based trade process is founded to exchange ideas and comments of different people around the world about different products and services. Although this process leads to making decision on buying a product or providing services, its primary purpose is to express opinions and to exchange ideas between different consumers and sellers. Therefore, it brings benefits such as gaining knowledge from other consumers and companies for the consumer and also brings other benefits such as gaining more profits for companies by attracting potential buyers and knowing the needs and intentions of consumers. Due to the popularity of social networks and people's widespread use of these networks, online sales and purchase (trade) has become a new format for the e-commerce among the wide range of online shopping. Trading companies need to use a variety of methods to keep customers satisfied and to retain them with regard to the widespread competition in the online shopping process by customers (Byrne, 2019). Many customers are still hesitant to use this type of web-based technology in some countries. Convincing customers to use new ways of providing online services is simply not possible, and the customer satisfaction in the cyberspace as an important component in the business environment has become doubly important with the widespread growth of e-commerce. The first step in this direction is the intention to buy and customer satisfaction relative to these new ways of providing online services, which in turn causes word of mouth advertisements for the organization (De Kerviler, 2019).

Nowadays, despite lots of challenges to set up an online store, the ease and convenience of shopping through cyberspace and the internet, online businesses and monetization on internet has received much attention due to the expansion of cyberspace and the internet availability for all people. According to statistics, the growth of online stores in the last decade has been about 19% and the revenue from online businesses is expected to reach $ 6.54 trillion by 2023. There are many challenges to e-commerce, including obtaining some corporate licenses or finding suitable infrastructure and host to start the online stores’ activity according to the COVID-19 pandemic. All entrepreneurs face many problems at the beginning of the path, and the obstacles and challenges of setting up an online store and finding the right solution to remove these obstacles are among their most important concerns (Bush, 2019).
On the other hand, online shopping is usually stressful for most people and they are always worried about whether the product they bought is suitable or not. In some countries, there is a law according to which consumers have the right to return the items purchased online on a specific schedule. However, there are still stores that do not follow such rules. So, you need to set a set of rules for returning goods to avoid problems with setting up an online store. Avoid being too strict and focus on your customers’ satisfaction in the first place.

Based on the above-mentioned materials, the question arises as to is the investigation into effect of the mediating role of customer satisfaction on the effect of the online shopping convenience aspects (easy search, convenience of deal (transaction)) influential on the intention to purchase (Case study: customers of Aylar Website)?

2- Literature review

Intention to repurchase

The intention to repurchase is a cognition-based behavior and, as most researchers have stated, the intention to repurchase is the customer loyalty and behavioral indicator. Consumer's intention to buy reflects the predictable behavior of individuals in future purchasing decisions (for example, which product or brand will be purchased in the next situation), which reflects the consumer's perceptions. Purchasing intention is a pattern in shaping future purchasing attitude. The intention to buy a particular commodity depends on the way it is believed and perceived.

According to Fishbein and Ajzen's reasoned action theory, the intention to buy is considered as an intermediate variable between people's attitudes toward the quality of a product and real behavior, and also believes that the intention or intent to buy is an intermediate between consumers' reaction to the product quality and their use of the product (Vazifehdoost, 2018).

Models related to the intention to repurchase

1-22 - Stephan Zielke model

In a research conducted by Stephan Zilk in 2008, five independent variables including: price balance, money value, price comprehensibility, price processability, and accuracy in price evaluation were considered and in contrast, he considered his dependent variable i.e. the purchase intention for his own study and investigated the effects of each of them on the purchase intention and the conceptual model of his research is shown in the figure below.
Figure 1 - Stephan Zielke model (Source: Zielke, 2008, 755)

- Price comprehensibility and price processability are related to convenience of purchase and non-cash costs in the purchasing process. Previous research reinforces the idea that convenience of purchase and non-cash costs in the purchasing process affect the intention to buy. Accuracy in price evaluation should affect the intention to buy because uncertainty leads to a sense of risk in the purchase. Customers can reduce this risk by buying from stores whose prices are fixed and accurate. However, many indirect effects are also involved in the process of price image establishment in addition to the direct effects. Therefore, analyzing the relationships among these five aspects seems to be important. First of all, the price comprehensibility should have a positive effect on the money value. Such a relationship is consistent with the definition of value and its example has been seen in several research (Abdul, 2018).
- While the money value covers financial losses and therefore affects perceptions of value, price comprehensibility, price processability, and accuracy in price evaluation cause the reduction of mental, physical, and non-cash costs. These costs are non-financial components of the price and therefore they should have an effect on the money value. It should be mentioned that previous research has failed to empirically confirm the relationship between non-cash costs and money value. In addition, the different relationships between price comprehensibility, price processability, and price evaluation should also be discussed. In the first step, it can be said that the price comprehensibility has a positive effect on the price processability. This hypothesis is derived from the information processing model because comprehension precedes processing (Abdul, 2018).
- It is also assumed that price comprehensibility and price processability affect the accuracy in evaluation. Difficulty in learning and processing the price information causes price uncertainty. This assumption is supported by previous research. Zeithaml proved that the brand item causes an increase in the accuracy of price recall, while an organized list of commodities' price causes the improvement of accuracy in prices comparisons. Zielke also witnessed the large effect of the price comprehensibility and the price processability on
the accuracy in the evaluation. One of the effects of the price level image on the accuracy in the evaluation has been hypothesized. This hypothesis is based on the argument that low prices can be easily processed but higher one must be processed by the quality evaluation of services and goods.

The former relationship affects the comprehensibility of the price balance and the processability of the price. Research on unit price analysis shows that tracking unit price leads to more cost-effective product choices and leads the purchases to cheaper products. Other researchers have shown that the shelves structure in stores influences the cheap products selection. Hence, if cheap products are not hidden on the bottom shelves of shops, then they can have a greater impact at the time of a product price generalization to the whole price balance by the customer. Until now, hypotheses have been based on the fact that the price image aspect has several direct and indirect effects on the intention to buy in retail stores. Although previous researches have dealt with some of these effects, not a comprehensive model of all of these effects has been developed so far. In addition, the effect of the stores’ structure on changing these relationships has not been addressed (Chang, 2018).

2-22-2 Levy and Gandal model
In a research conducted by Lee in 2019, entitled "Do advertisements have any effects on intention to purchase a store brand?" They investigated the variables of tendency to advertisement, stimulus buying of novelty lovers, external signs, perceived quality, and intention to buy in this research. And the conceptual model of their research is shown in the figure below.

![Figure 2- Gandal and Levy model (Source: Lee, 2019, 92)](image)

**Customer satisfaction**
Satisfaction is an internal state that is obtained by satisfying the customers’ needs from products. In general, customer satisfaction is a judgmental evaluation process that the customer
generally makes about his/her recent purchases. Elsewhere, customer satisfaction with the brand has been defined as the customers’ general emotional evaluation of a brand's products and services at any given time (Anderson, 2018).

In addition to the satisfaction emotionality, researchers also consider it as a cognitive process. Therefore, in general, customer satisfaction can be considered as a positive emotional, cognitive, and judgment process of the customer towards the brand. People have a variety of needs that they expect to be satisfied with by consuming a particular brand’s products. Some of the needs that a brand can satisfy are brand distinction and brand prestige. The more distinctive and credible (prestige) the brand identity is, the stronger and more attractive it will be from the customer viewpoint (Beristain, 2019).

A prestigious brand is a brand that has not only a good quality, but more importantly is used for ostentatious purposes. Researches have shown a positive relationship between brand identity and customers satisfaction. Customer satisfaction brings desirable outcomes such as collaboration, long-term customer willingness to the company, loyalty, and commitment to dependency to the company (Schumpe, 2020).

Customer satisfaction means that they are satisfied with the way the organization treats and provides services, and the organization has been successful in attracting and retaining them. The more time and money these customers spend for the organization, the more they will expect to receive high quality services. The customer is the key to the success of any organization and any economic business activity. The reputation of a successful organization is based on the long-term relationship of the organization with customers. The key to gaining customers’ loyalty and satisfaction is to provide appropriate services. An organization, which has one of its practical goals to provide appropriate services based on customer's needs and expectations, can be a successful organization by relying on other principles of trade (Rashidi et al., 2013).

We currently consider a more concise motivation based on past experiences to continue the relationship, which is the same as customer satisfaction motivation that has been the strategic focus of many organizations over the past two decades. According to the service benefits chain of Hesket et al. (1994), increasing satisfaction, which reflects the overall evaluation of consumption experiences over time, increases the customer retention, which in turn increases the benefits.

**Customer satisfaction aspects**

In the marketing literature, it is stated that customer satisfaction has two aspects: 1- Exchange aspect 2- General aspect.

The concept of customer satisfaction exchange pays attention to the customer evaluation of each of the purchases he/she makes. The general concept of customer satisfaction is related to customer overall feeling and evaluation about all their encounters and purchases from the brand. In fact, it can be said that the overall aspect of customer satisfaction is a function of all his/her satisfactions or dissatisfactions in previous exchanges.

Cumulative (or overall) customer satisfaction is the customer's overall evaluation of all the experiences of buying and consuming a good or service over a long period of time. While the
exchange satisfaction informs of a person's encounter and experience with a particular product or service in a particular case, overall satisfaction is a more appropriate indicator of a company's past, present, and future performance. This is important because customers make their repurchase decisions based on all their experiences with a brand until the present time, not on a purchase at a specific time and place (Wu, 2020).

Customer satisfaction represents itself in many forms. Satisfied customers recommend the services they have utilized to others or are less likely to shift the company whose services they use.

Therefore, the customer satisfaction is measured from two aspects in this research:

✓ The extent of customers’ positive word of mouth advertisements or recommendation to others
✓ The degree of loyalty or intention to shift

**Easy search**

In search for specific items, as the name implies, the user attempts to provide information about the item that is currently known. The most common example of this type of search is a search that is performed in a bibliographic database, full text, search engine or library OPAC in order to find more details of a work and even to find its full text. In this type of search, the user knows - or more or less feels that he knows - what he/she is looking for. For example, he/she has the name of an author and intends to find his/her specific work/works. In this way, he/she will enter the author's name in the associated field and search for it to retrieve the item. In another type of search, the user has the name of the paper, book, translator, or any other specific information and searches for it (Chen, 2019).

Although this type of search may apparently seem easy, many times users, especially those, who are not proficient and unfamiliar with electronic information systems, face many problems. For example, the user may have the correct spelling of the name of the author, whose work is looking for, and enter his/her name into the system based on his/her writing or guesses. It is clear that many domestic and foreign sentence systems are not equipped with keywords spelling, and in such cases, it is often seen that even the target work of the user exists in the information system, but the user has not been able to access his/her target source due to a mistake in writing and typing. This situation is more highlighted in English questions asked by users. Many users enter an incorrect English spelling of an author and expect the system to respond but the result will be unexpected. Another problem that arises in this area is that they operate significantly differently even in the clear search of electronic information systems. For example, as long as an information system is continuous (Das, 2017).

**Search strategy**

Various strategies are now available to search for electronic resources. These strategies are introduced and described at below. The findings show that the majority of foreign and domestic information systems are currently using Boolean logic search, a strategy that has been so
dominant that it has completely influenced other strategies. Information retrieval systems, including databases and search engines, hold millions of records, while the search methods vary from tool to tool. Sometimes information retrieval systems retrieve a large number of records in response to one search, while in another search, a record may either not be retrieved at all or the number of retrieved records may be small. Subsequent explanations clarify these ambiguous points (Stokes, 2019)

**Convenience of deal (transaction)**

E-commerce is an example of the internet popularity that has a huge impact on the financial services industry. The non-financial institution will survive under the eruption of e-commerce even if SSL is so effective and widely accepted as the standard of online payment, which requires the customer and merchant trust: an unfavorable need even in face-to-face transactions, and across the internet is recognized as the unacceptable dangers. Visa, MasterCard, and a consortium of 11 tech companies have made a promise to banks that merchants and consumers will make them secure on the internet for credit card transactions. They introduced the secure electronic transaction protocol to process the online credit card purchases with blatant titles (Gene, 2016).

**3- Research objectives**

- An investigation into the effect of easy search on Aylar Website customers' intention to purchase
- An investigation into the effect of convenience of deal (transaction) on Aylar Website customers' intention to purchase
- An investigation into the effect of easy search on Aylar Website customers' satisfaction
- An investigation into the effect of convenience of deal (transaction) on Aylar Website customers' satisfaction
- An investigation into the effect of customer satisfaction on Aylar Website customers' intention to purchase
- An investigation into the mediating role of customer satisfaction in the impact of easy search on Aylar Website customers' intention to purchase
- An investigation into the mediating role of customer satisfaction in the effect of convenience of deal (transaction) on Website customers' intention to purchase

**4- Research methodology**

This research is a survey and is applied in terms of purpose; since the researcher seeks how the subject is in descriptive research and it includes information collection to test the hypothesis or answering questions about the current state of the studied subject. Descriptive researches have both an applied and a basic aspect and the results of these researches will be used in decision-making and policy-making, as well as planning in applied aspect.
6- Statistical population and research sample

Statistical population is all elements and individuals who have one or more common traits in a specific (global, regional, local or locative) geographical scale. There are two general solutions to measure the human beings and people mentality in the field of beliefs, attitudes, tendencies, interests, awareness, perceptions, etc. in social and human research: 1- Counting strategy 2-Sampling strategy (Hafeznia, 2010). The population of this research is the employees of Mashhad Jihad Sazandegi Office, whose number is 321 individuals and the sample size was estimated at 175 ones according to the Cochran's formula. We distribute and complete the questionnaires using the available random sampling method.

7- Conceptual model of research

The conceptual model of the present research is as follows based on the studies conducted and on the model of Duarte et al. (2018).

Hypothesis 1: Easy search has a positive and significant effect on Aylar online store customers’ intention to buy.

Figure 1- Conceptual model of research (Duarte et al., 2018)

8- Findings

Path coefficients and t-statistic were used to test the hypotheses. Path coefficients, which are interpreted as standardized beta coefficients of OLS regression, were used to determine the strength of the relationship between the two variables. T-value, which is obtained in Smart PLS software using bootstrapping, was used to evaluate the significance of the relationships (Azar et al., 2012). It should be said that if the path coefficient value between the latent independent variable and the latent dependent variable is positive, then we conclude that we will see an increase in the dependent variable as the independent variable increases, and vice versa if the path coefficient value between the latent independent variable and the latent dependent variable is negative, then we conclude that we will see a decrease in the dependent variable as the independent variable increases.
As can be seen in the table, the path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the first hypothesis of the research, entitled "an easy search has a positive and significant effect on Aylar online store customers' intention to buy" is confirmed.

Table 1 - Test results of the first hypothesis

<table>
<thead>
<tr>
<th>Path</th>
<th>Path coefficient (B)</th>
<th>t</th>
<th>Relationship result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy search on intention to purchase</td>
<td>0.98</td>
<td>4.32</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

**Hypothesis 2: Convenience of deal (transaction) has a positive and significant effect on Aylar online store customers' intention to buy.**

As can be seen in the table, the path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the second hypothesis of the research, entitled convenience of deal (transaction) has a positive and significant effect on Aylar online store customers' intention to buy.

Table 2 - Test results of the second hypothesis

<table>
<thead>
<tr>
<th>Path</th>
<th>Path coefficient (B)</th>
<th>t</th>
<th>Relationship result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience of deal (transaction) on customers' intention to purchase</td>
<td>0.86</td>
<td>6.75</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

**Hypothesis 3: Easy search has a positive and significant effect on Aylar online store customers' intention to buy.**

As can be seen in the table, the path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two variables of the research is more than 1.96, so the third hypothesis of the research entitled an easy search has a positive and significant effect on Aylar online store customers' satisfaction to buy is confirmed.

Table 3 - Test results of the third hypothesis

<table>
<thead>
<tr>
<th>Path</th>
<th>Path coefficient (B)</th>
<th>t</th>
<th>Relationship result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy search on customers' satisfaction</td>
<td>0.72</td>
<td>8.3</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

**Hypothesis 4: Convenience of deal (transaction) has a positive and significant effect on the Aylar online store customers' satisfaction.**
As can be seen in the table, the path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the fourth hypothesis of the research entitled convenience of deal (transaction) has a positive and significant effect on Aylar online store customers' satisfaction, is confirmed.

Table 4 - Test results of the fourth hypothesis

<table>
<thead>
<tr>
<th>Path</th>
<th>Path coefficient (B)</th>
<th>t</th>
<th>Relationship result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience of deal (transaction) on customer satisfaction</td>
<td>0.51</td>
<td>16.7</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

Hypothesis 5: Customer satisfaction has a positive and significant effect on Aylar online store customers' intention to buy.

As can be seen in the table, the path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the fifth hypothesis of the research, entitled customer satisfaction has a positive and significant effect on Aylar online store customers' intention to buy, is confirmed.

Table 5 - Test results of the fifth hypothesis

<table>
<thead>
<tr>
<th>Path</th>
<th>Path coefficient (B)</th>
<th>t</th>
<th>Relationship result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction on intention to buy</td>
<td>0.71</td>
<td>49.9</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

Hypothesis 6: Customer satisfaction mediates the relationship between easy search and the Aylar online store customers' intention to buy.

Given that the Z-value (Sobel statistic) for the mediator variable of customer satisfaction (4.1) is more than 1.96, it can be said that the customer satisfaction variable mediates the relationship between easy search and customers purchase intention at 95% confidence level. So, the sixth hypothesis of the research, entitled customer satisfaction mediates the relationship between easy search and Aylar online store customers' intention to buy, is confirmed.

Table 6 - Results of the sixth hypothesis test

<table>
<thead>
<tr>
<th>Path</th>
<th>Sobel statistics</th>
<th>significant level</th>
<th>Relationship result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role of customer satisfaction in relationship between easy search and customers' purchase intention</td>
<td>4.1</td>
<td>0.01</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>
Hypothesis 7: Customer satisfaction mediates the relationship between convenience of deal (transaction) and Aylar online store customers' intention to buy.

Given that the Z-value (Sobel statistic) for the mediating variable of customer satisfaction (3.4) is more than 1.96, it can be said that the customer satisfaction variable mediates the relationship between convenience of deal (transaction) and customers' intention to buy at the 95% confidence level. Therefore, the seventh hypothesis of the research, entitled customer satisfaction mediates the relationship between convenience of deal (transaction) and Aylar online store customers' intention to buy, is confirmed.

Table 7- Results of the seventh hypothesis test

<table>
<thead>
<tr>
<th>Path</th>
<th>Sobel statistics</th>
<th>significant level</th>
<th>Relationship result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role of customer satisfaction in relationship between convenience of deal (transaction) and customers' purchase intention</td>
<td>4.1</td>
<td>0.01</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

9- Discussion and conclusion

The first hypothesis of the research is stated: Easy search has a positive and significant effect on Aylar online store customers’ intention to buy. The path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the first hypothesis of the research, entitled an easy search has a positive and significant effect on Aylar online store customers’ intention to buy. The results of this hypothesis are consistent with the researches of Ghazizadeh et al. (2011).

The second hypothesis of the research is stated: the convenience of the deal (transaction) has a positive and significant effect on Aylar online store customers’ intention to buy. The path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the second hypothesis of the research entitled convenience of deal (transaction) has a positive and significant effect on Aylar online store customers’ intention to buy, is confirmed. The results of this hypothesis are consistent with Chen (2013) researches.

The third hypothesis of the research is stated: An easy search has a positive and significant effect on Aylar online store customers’ satisfaction. The path coefficient value is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two variables of the research is more than 1.96, so the third hypothesis of the research entitled an easy search has a positive and significant effect on Aylar online store customers’ satisfaction. The results of this hypothesis are consistent with Wong (2016) researches.

The fourth hypothesis of the research is stated: convenience of deal (transaction) has a positive and significant effect on Aylar online store customers’ satisfaction. The path coefficient value
is positive, which indicates a positive relationship between the independent and dependent variable. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the fourth hypothesis of the research entitled convenience of deal (transaction) has a positive and significant effect on Aylar online store customers’ satisfaction, is confirmed. The results of this hypothesis are consistent with Wong (2016) researches.

The fifth hypothesis of the research is stated: Customer satisfaction has a positive and significant effect on the intention of customers to buy Aylar online store. The value of the path coefficient is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of significance coefficient (t-statistic) for the two research variables is more than 1.96, so the fifth hypothesis of the research, entitled Customer Satisfaction, has a positive and significant effect on the intention of customers to buy Aylar online store. The results of this hypothesis are consistent with Wong (2016) researches.

The sixth hypothesis of the research is stated: Customer satisfaction mediates the relationship between easy search and Aylar online store customers’ intention to buy. Four conditions must be met to confirm the mediating role of customer satisfaction on the relationship between easy search and customers’ purchase intention (Baron and Kenny, 1986). Firstly, there should be a relationship between the independent variable and the dependent variable; Secondly, there should be a relationship between the independent variable and the intermediate one; Thirdly, there should be a relationship between the intermediate variable and the dependent one; Fourthly, the extent of changes in the dependent variable that is explained by the independent variable. All conditions are met and the hypothesis is confirmed. The results of this hypothesis are consistent with the researches of Brady et al. (2015).

The seventh hypothesis of the research is stated: Customer satisfaction mediates the relationship between convenience of deal (transaction) and the intention of customers to buy Aylar online store. Four conditions must be met to confirm the mediating role of customer satisfaction on the relationship between convenience of deal (transaction) and customers’ intention to buy (Baron and Kenny, 1986). Firstly, there should be a relationship between the independent variable and the dependent variable; Secondly, there should be a relationship between the independent variable and the intermediate one; Thirdly, there should be a relationship between the intermediate variable and the dependent one; Fourthly, the amount of changes in the dependent variable that is explained by the independent variable. All conditions are met and the hypothesis is confirmed. The results of this hypothesis are consistent with the researches of Brady et al. (2015).

According to the results of the hypotheses, it is suggested:
- Aylar Website is suggested to provide exact specifications of each product.
- The designers of the Aylar Website are suggested to be careful in designing the website so that the website address could be found easily and also the website design should be in such a way that it could be easy to navigate the website.
- The Aylar Website designers are advised to consider flexible payment methods and the process of withdrawal from payment and settlement on the website should be fast.
- Creating a simple design on the Aylar Website that makes online shopping from the website a pleasant experience for the customer and satisfied with his/her previous online shopping experience.
- Selecting safe and accelerated banking portals for greater convenience and customer satisfaction.
According to the results of the eleventh hypothesis, it is suggested:
- Providing chat with products’ customers and different comments about products make the customer continue to buy online on the website and encourage others to buy online from this website.
- Designing option on the website to identify different products.
- Considering valid and error-free banking portals helps customer satisfaction and word of mouth.

10- References