REVIEW THE EFFECT OF ONLINE SHOPPING ON CUSTOMER LOYALTY AND UNPLANNED PURCHASES

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Abstract. Online shopping is one of the most important uses of the online environment. Because the environment is a new environment with different characteristics for those businesses that operate in this environment need to the impact of this environment on its business. Because of the new environment, there is less research in this regard, therefore, to solve this problem, the research is done titled "The effect of online shopping and customer loyalty on unplanned purchases". This study is based on data collected in the summer of 2013, the population were members of Anetwork advertising network. The sample was selected from 281 people on a voluntary basis and were recorded using a two-stage. After the data is collected through a two-step t- test were analyzed the research results indicate rejection of assumptions and therefore "no effect online shopping has on unplanned purchases and customer loyalty"

Keywords: Online shopping, unplanned shopping, customer loyalty

INTRODUCTION

Technological advances occurred in recent years and has influenced expanding the use of technology in various aspects of life. Today, there is more willing to use online tools to carry out everyday tasks such as banking, etc. and they are doing in online manner. One of the routines that now is possible to purchase online. This means that changes occur in the work environment of enterprises. This new environment could affect business firms and organizations need to know the impact of this new environment is the acquisition of things. Two concepts of customer loyalty and unplanned purchases in online stores were examined by the researchers. Online purchase is the process of buying over the Internet and it can be defined as electronic shopping or online shopping. Unplanned purchase also is a pervasive aspect of consumer behavior and a significant focus of the marketing activities (Rook, 1987).

The unplanned purchase is not as different variables discussed individually. The effect is similar to individual situations. According to Stern, "the unplanned purchase is the urgent desire, without strong and sustainable purchasing is generally unplanned purchase, shopping without a plan is that there are already plans to buy it. (Stern.1962) The customer loyalty also means a commitment to doing business with certain organizations Buying goods and services are frequent and occur when customers feel totally organizations compared to competitors, to best answer the needs (Elahi and Heidari, 2005).

Statement of the problem

One aspect of unplanned shopping is pervasive consumer behavior. This shopping is an important part of marketing activity. Retailers' important part of income devoted to this type of shopping. Traditionally, buyers do this type of shopping in retail shops, supermarkets, etc. Today, online purchases accounted for a significant proportion of turnover, and this share is increasing every day. Therefore, evaluating the impact of online shopping on unplanned purchases is of particular importance. However, the information explosion and intense
competition between organizations are done for customer satisfaction and long-term relationships with them in order to gain a larger share of the market. Since customers at once can cause the spread of the phenomenon of Information Technology, many have access to products and services. There is the choice of the new company to receive services or goods, so, go to another company to get the product or the service. In this regard, it can be stated that one of the main issues discussed to make loyal marketing clients. In fact, if the company can provide customers or adopt appropriate marketing strategies can cause loyalty field and earn more profits in the long run. Since the customer access to competitors to buy online purchases easier, the level of customer loyalty is more important to the organization.

Research objectives
In general, this research pursues the following objectives:
- The effect of online purchases on unplanned purchases and obtain the relationship between online purchases and unplanned purchases
- The effect of online purchases on customer loyalty and to obtain the relationship between online purchases and customer loyalty

Necessity of the research
The phenomenon of unplanned purchases is studied related to consumer research from 1950. The important revenue source for the sudden purchase is split down the object and 30 to 50 percent of the purchase (in retail sales non-Internet) can be classified, as planned, (2000 Hausman,). Almost all of the research on the purchase of retail non-Internet unplanned shopping. However, the Internet is different as a medium purchase from other online media in many ways. Some researchers have suggested of the phenomenon of online purchases are impulse purchases that are also studied the online purchases (Burton 2002; Koufaris et al. 1975; Rook & Fisher). Despite the increased interest to consumer behavior on the Internet, surprising that we know relatively little research on the Internet has been unplanned purchases. (Adelaar et al. 2003) in a study carried out in this area are also shortcomings For example, in a survey conducted by A. Sadiq in Qazvin Azad University, Not enough evidence to prove the effectiveness of online purchases are unplanned purchases find. (Sadiq, 2010) The aim of this study is to eliminate the shortcomings of research on online purchases as the growing share shopping.

Research hypotheses
Hypotheses used in this study are as follows:
- Online shopping increases unplanned purchases.
- Online shopping will increase customer loyalty.

Research questions
According to the Hypotheses and objectives of the research, major questions of the research will be as follows:
- Do online shopping increase unplanned purchases?
- Do online shopping increase customer loyalty?
- Will the creation of websites for online sales have any effect on increasing number of customers?

Scope of research time and space:
The research is performed within the Iranian Persian-speaking users of the Internet sites that users use the advertising system Anetwork. And, based on the time, the research was conducted in the period August 2013.
METHODOLOGY

The study in terms of the nature and purpose is of the type of correlational - applied research.

- Data collection, collecting data in this study was done through a research library and search online databases and using the electronic questionnaires.
- Population: The population of the study, was about one million visitors of Anetwork.ir advertising network.
- Sampling and sample size: in this study due to lack of participation in the research subjects, reduce costs and when doing research, and probabilistic methods of the type of sampling which is voluntary to accomplish this network was considered, and they came forward Anetwork.ir advertising and promoting two weeks respondents to the online questionnaire voluntarily and responded to questions. A total of 281 people responded to the questionnaire and of these, 30 have not done any shopping so the sample and the tests done on the rest of the sample size.
- Questionnaire: Likert scale with five options was used in this study. In this study, a two-part questionnaire is used that included 19 questions in each section.
- Reliability or validity of the study: to check the validity of the questionnaire, the number of teachers and comments and corrections were applied to them in a questionnaire. The questionnaire used in the study of narrative is necessary. As well as to check the reliability of Cronbach's alpha was used with a prototype to volume 30 As is clear from the table below, the Cronbach's alpha coefficient of reliability coefficient calculated In all cases above 0.7 suggests the validity of the questionnaire.

<table>
<thead>
<tr>
<th>Cronbach's alpha</th>
<th>Number of questions</th>
<th>Measured variable</th>
<th>Types of questionnaires</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.810</td>
<td>11</td>
<td>Unplanned purchases</td>
<td>Questionnaire of online shopping</td>
</tr>
<tr>
<td>0.732</td>
<td>8</td>
<td>Customer loyalty</td>
<td>Questionnaire of non-Online Shopping</td>
</tr>
<tr>
<td>0.778</td>
<td>11</td>
<td>Unplanned purchases</td>
<td></td>
</tr>
<tr>
<td>0.714</td>
<td>8</td>
<td>Customer loyalty</td>
<td></td>
</tr>
</tbody>
</table>

- Statistical analysis: for statistical analysis of the data, descriptive statistics techniques (set of tables and descriptive diagrams) and Kolmogorov-Smirnov test and t- dependent deduction is used.

LITERATURE REVIEW

Two concept of unplanned purchasing and customer loyalty are done on the researches in the traditional sales areas frequently studied iodine impulse purchases. The phenomenon of sudden purchase is studied in related researches of the consumer of 1950. Purchase sudden an important source of income, the object is retail and 30 to 50 percent of the purchase (In retail non-online sales) can be classified as sudden purchases (Hausman, 2000).

- A. Sadiq in his research entitled "impulse purchases on the Internet" (2010) examined the factors encouraging purchases on the Internet and the sudden weakening of shopping on the Internet and try the question of "whether the Internet encourages sudden purchases or hinder it?" In the end, failed to answer the researcher did not find enough evidence to answer this question.

- Yar Ahmadi, and Alireza Karbasi in their study entitled "Evaluation of Factors Influencing the sudden customer buying behavior" (2011) reached the conclusion that the form of in-store display (display window), the greatest impact on purchase behavior unplanned the impact of weaker consumer and other factors (in order of cash discount, free products and credit cards).
- Zhaw Hui Dong et al. (2010) in an article titled ”Understanding loyalty and customer satisfaction” provided a model in which factors such as reliability, service quality, perceived value and cost are presented as factors affecting change in loyalty and customer satisfaction.

- Steven Taylor and colleagues (2004) in an article entitled ”The importance of equity trademarks Customer loyalty” provide a business model for customer loyalty is influenced by signals that in this model, customer loyalty is considered as a function of behavioral and attitudinal loyalty. Their satisfaction, value, resistance to change, a sense of trust and brand equity symptoms were among the factors that were related to trademarks the formation of loyal customers are affected in industrial markets.

- In a study by N. Ahmadabadi (2003), was performed, factors affecting customer loyalty were identified and ranked, and 22 of the most important factors in identifying and loyalty were ranking using a multi-criteria decision-making techniques in an overall 4: 1) factors relating to the physical characteristics Branch 2) factors related to the availability of subsidiaries 3) Factors related services 4) factors related to the employees.

- Yousefi (2006) in his study ”to determine the factors that influence customer loyalty Export Development Bank of Iran using the concepts of customer relationship management ” find the factors influencing customer loyalty and submit proposals for the formation of customer loyalty and build long relationship with them. Finally, the factors affecting customer loyalty, based on customer relationship management, Average response times as, human factors 4.89, 4.67, and the process of technological factors of 4.86 is obtained.

- Mohammad Haghighi et al (2007) in their study as ”a model for customer loyalty in the electronic markets”, offered a model for the loyalty of the main characteristics of this model include customer service, website, technology, reliability and security, offering value indicating the name.

- Hamidizadeh and M. Ghamkhar in their study ”to determine the level of customer loyalty Using a fast responding organizations ”(2008) achieved the following results in order to increase customer loyalty and reduce customer aversion coefficient, indicators of price, service, quality, time, flexibility should be considered. Also showed the obligation to act and draw the trust of the customers have effective impact on satisfaction and the alternative fanatics and loyal customers is lifelong. On the other hand, if needed, and there are limitations in terms of optimum boost later paid more attention to the quality factor of the price, the service of time and the reliability of the flexibility in the organization. Due to the synergy effect from the same attention to all six components, it is necessary the policies and strategic plans, all aspects are considered to be competing to be strengthened.

**Online Shopping Process and its models:**

To accept the online shopping and to do it, is largely consumer depend on communications and how people use the computer. In addition, features such as providing information, guidance and by purchase orders on a bilateral Interactive is considered as an important factor in building confidence in e-commerce compared to traditional sales. Marketing researchers have said, there is potential decision process beyond every act of buy that must be investigated. The steps to the buyer is to decide what type of products they buy buying decision process. In this area there are many models that models the decision, treatment methods understood by consumers bought the aim of these models show discipline and integration components Extensive knowledge of consumer behavior is a brief description of some of the models below.

- Cutler purchase behavior models: the model of the 4-part marketing incentives, stimuli big black box buyer and the buyer reaction consists of 2 parts. The black box of buyer includes 2 parts. First part is on understanding the characteristics of the buyer and his reaction to stimulating effect, and the second part is the buyer's decision-making process that affects behavior.

- Purchase behavior model of Howard - Ches: This model attempts to explain how by learning specific data become in response to a stimulus, such as shopping or other behavioral responses to marketing stimuli. This version has a previous attempt to establish a systematic approach and profound theory of consumer decision-making process.
- Purchase behavior model parasite - NAC - Blackwell: It is basically a plan to organize the knowledge of consumer behavior to be handled. Model editing multiple channels, which aims to optimize these edits and more transparent relationships between major and secondary components. In this model, the message is put into operation before the consumer must 1) be aware of it 2) receive messages, information processing capacity allocate 3) an incentive to interpret 4) is encouraged by the motivation 5) by converting and transferring data input and maintain long-term memory messages.

**Unplanned and sudden purchases form model:**

The phenomenon of impulse purchases related to consumer research from 1950 is studied. It is considered as the important revenue source for the purchase sudden split down the object is 30 to 50 percent of the purchase (in retail traditional sales) can be classified as sudden purchases (Hausman, 2000). Prior research on purchases unscheduled of interest emerges management and retail shops. These studies tend to rely on the classification of goods to planned and unplanned items so that they can buy local marketing strategies such as advertising, commercial or facilitate in-store promotions. (Seounmi Youn and Ronald J. Faber, 2000).

Table. Results from surveys conducted on unplanned purchases.

<table>
<thead>
<tr>
<th>Result</th>
<th>Year</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>The first researcher to show that some groups more products are sold as fast.</td>
<td>1950</td>
<td>Clover</td>
</tr>
<tr>
<td>Sudden purchasing behavior by grouping planned, unplanned or sudden described. It also suggested that some of the factors related to the product can predict the sudden purchase</td>
<td>1962</td>
<td>Stern</td>
</tr>
<tr>
<td>He argued the role of consumers and the purchase by sudden</td>
<td>1967</td>
<td>Kollat and Willett</td>
</tr>
<tr>
<td>Stressed that buyers show feel more like sudden confusion, passion, pleasure and desire with buyers who are planning to buy.</td>
<td>1982</td>
<td>Weinberg and Gottwald</td>
</tr>
<tr>
<td>Argued that a sudden buyers want to buy more to enjoy fast because of this feeling, and emotion is stimulated by the environment.</td>
<td>1985</td>
<td>Rook and Hoch</td>
</tr>
<tr>
<td>Sudden shopping behavior can increase in stores such as POP advertising posters.</td>
<td>1990</td>
<td>Abratt and Goodey</td>
</tr>
<tr>
<td>He defined sudden buying on the basis of four criteria. Sudden unplanned shopping includes the immediate provocation and response sequence includes a cognitive reaction or an emotional reaction, or both.</td>
<td>1991</td>
<td>Piron</td>
</tr>
<tr>
<td>Due to the fact that the people who suddenly can immediate consumption rather than production. He said shopping could produce more in order to buy out the loss of control</td>
<td>1991</td>
<td>Hoch and Loewenstein</td>
</tr>
<tr>
<td>He specified shopping sudden unplanned purchases as a fast decision-making with a mental orientation characterizing direct ownership. The consumer can influence the sudden purchasing behavior.</td>
<td>1993</td>
<td>Rook and Gardner</td>
</tr>
<tr>
<td>He defined impulsivity (prepared for sudden job) as a character trait introduced, and as willing to buy spontaneously, without direct, drive thought.</td>
<td>1995</td>
<td>Rook and Fisher</td>
</tr>
<tr>
<td>He formulated sudden shopping as the indirect sudden and immediate purchase without the intention of the group to purchase a particular product or to do special shopping.</td>
<td>1998</td>
<td>Beatty and Ferrell</td>
</tr>
<tr>
<td>Socio-economic factors such as low family income affect the personal purchase unplanned.</td>
<td>1998</td>
<td>Wood</td>
</tr>
<tr>
<td>Shopping experience can boost feel like the excellence or energetic sense.</td>
<td>2000</td>
<td>Hausman</td>
</tr>
<tr>
<td>Positive and negative emotions driving consumer are potential for sudden shopping.</td>
<td>2000</td>
<td>Youn and Faber</td>
</tr>
<tr>
<td>Cultural forces can influence sudden personal purchase. People who think they are more independent person to buy their sudden purchase.</td>
<td>2002</td>
<td>Kacen and Lee</td>
</tr>
<tr>
<td>Sudden purchase can affect retail environment such as POP.</td>
<td>2003</td>
<td>Zhou and Wong</td>
</tr>
<tr>
<td>Suggest a negative impact rather than a positive effect of a strong driving force behind will be the sudden purchase. Sudden purchase can state better results in improving negative mind.</td>
<td>2005</td>
<td>Verplanken et al.</td>
</tr>
<tr>
<td>A sudden purchase will increase by reducing the distance between the product and the consumer (almost). He said the point of purchase signs, displays and package to strengthen the effectiveness of the product and can increase impulse purchases.</td>
<td>2006</td>
<td>Peck and Childers</td>
</tr>
</tbody>
</table>
Sudden purchase affected "want" or consumer sentiment.  2008  Silvera et al.

He find out a significant relationship between emotional and cognitive states and people's buying behavior.  2009  Dawson and Kim

Found that demand different personalities are more prone to impulse purchases.  2010  Sharma et. al.

Sudden purchase is the result of positive emotional response to consumer retail environment  2011  Chang et .al

In connection with unplanned purchases shaping and decision-making model, there is a model named the sudden purchase or CIFE. This model was developed by Dholakia in 2000 and the process starts shaping sudden purchase: the development of "taking a sudden" and "urgency irresistible for use" for one or more of the initial conditions must be present to unplanned use.

- The term "marketing incentives" that includes factors such as physical proximity "positive memories related to the consumption of the product" and near the lead when the decision to buy the product. "Shows attractive, tempting copy or graphics or promotions related sellers" can encourage immediate purchase.

- The second condition that Dholakia model of CIFE "situational factors" include environmental factors, personal and social situations in the history of a particular purchase that can suddenly affect the propensity of consumers to use.

- The third condition is the "Properties unscheduled". Unplanned features as "the tendency to respond quickly and without reflection and character building with marked with rapid response times, lack of foresight, and a tendency to act without a good map" (Dholakia 2000, p 961). This trend inherited the propensity of consumers to handling sudden impact purchase behavior.

The beginning of the use of any of the provisions of the effect is sudden. When a sudden intake form will prove possible to decide as group of constants are evaluated automatically. During the evaluation of a consumer he can Constants experience as "present obstacles" to decide (As long as consumers do not have enough time or money) A "Given the long-term harmful consequences, a decision (Except when consumers think that the results of the money) or "first impressions" Decision-making (with the exception of positive or negative consumer perceptions Sudden behavior affects). If any consumer Constant factors in its assessment of the consumer is not aware of a sudden "Would be consistent with the objectives, in terms of the resources and opportunities" (Dholakia 2000) And then a sudden buy him.

Figure of CIFE model
Customer loyalty:

With the advent of the third millennium, many of the concepts leading organizations, have different meanings. Loyal customers, great importance has increased 5%. With the loyalty dividend increase at the rate of 25 to 85 percent, the rate of "loyalty fee". (Mohammadi, 2003). The research found that 62 percent of organizations failed Not effective customer loyalty (Maghsoudi, 2003) Customer loyalty means to make a commitment to doing business with certain organizations and the purchase of goods and services is repeated. The loyalty occurs when customers feel totally organizations compared to competitors, to best answer the needs (Elahiand Heidari, 2004).

Oliver (1999) defines loyalty as: A deep commitment to future repurchase or buy a product or service more preferable, which the trade mark replication, although the environmental impact and Marketing efforts have the potential to change behaviors create, buy. Generally speaking, he supported the claim that loyalty measures that are considered to repurchase considerations in understanding the scope of the concept of loyalty is unsuccessful. Keller (1998) states that in the past often based loyalty Trademarks Repeat purchase is easy to measure, while today we have achieved this customer loyalty is more than a simple purchase behavior.

- Benefits of customer loyalty, customer loyalty benefits can mentioned as follows:
  - Saving in costs
  - Recommend to others
  - Complaints rather than leave
  - Change the channel and the use of alternative shopping channel
  - Unconscious awareness of changes
  - Greater awareness of brand assets. (Dennis L. Duffy, 2005)

However, loyal customers may show to their loyalty in different ways. They may have other methods stay with a select manufacturer whether the continuation of a relationship is defined and or they may increase the number or amount of purchases. (Robert Gee, 2008)

Customer loyalty can be divided into four groups based on the type of very loyal, faithful relative and temporary, unstable and disloyal, so as the market includes these buyers. Analysis of customer loyalty is very useful for companies (Rashidi, 2001).

- Loyalty is associated with the following elements:
  1. Customers behavioral element is repeating the shopping;
  2. Consumers attitudinal element is the same as customer commitment and customer confidence that this approach is divided into three distinct parts:

  Cognitive loyalty: is concerned to customer behavior led to the customer believe;
  Emotional loyalty: resulting in customer commitment and confidence, and is concerned to his sentiment.

  Loyalty action: is concerned to customers shopping to do in the future. (Carolyn, 2002) and (Hamidizade, 2000)

- Reasons of customer loyalty to the organization: based on the following reasons customers may stay loyal to the economic institutes:
  1. Customer may not have another good option.
  2. They may not know the difference between the options, so they do not change the options.
  3. They are not hazardous.
  4. The guidance may cost more than the value of which go to the next elections.
  5. The provider of products and services, or that have not differentiated.
  6. Organizations may have loyalty programs to encourage repeat purchase or use their services (Criage, 2000)
Data analysis

In this section, we describe the characteristics of the sample, the collected data using descriptive statistics and survey the inferential statistics to confirm or refute hypotheses are investigated in this way, the results of observations can be generalized to the population sample.

Data statistical descriptions

- Distribution of respondents by sex showed that 76/4 are men and 23.6 percent of respondents are women.
- Distribution of respondents by age showed that 10% of respondents were in the age group of less than 18, 35/2% of respondents were in the age group of 18 to 24 years, 30% in the age group of 24 to 30 years, 15.6 percent in the age group 30 to 40 years and 2.9 percent are in the age group over 40 years.
- Distribution of education of respondents indicated that 16% of respondents school diploma or less, 22/4% Diploma, 20% undergraduate, 34% master's and education 6/7% of the PhD.
- Frequency of computer competence of the respondents indicated that 8.0 percent of respondents are not familiar with computers and 2/99% of them are not familiar with computers.

Distribution based on central variables, distribution and shape distribution

Study variables on the measures of central distribution (mean), dispersion parameters (variance and standard deviation) and indicators of distribution (coefficient of skewness and elongation factor) are shown in the table below:

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Before online shopping</th>
<th>After online shopping</th>
<th>Before online shopping</th>
<th>After online shopping</th>
<th>Mean</th>
<th>Central dispersion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer loyalty</td>
<td>unplanned Shopping</td>
<td>Customer loyalty</td>
<td>unplanned Shopping</td>
<td>3.32</td>
<td>3.36</td>
</tr>
<tr>
<td></td>
<td>3.36</td>
<td>3.24</td>
<td>3.32</td>
<td>3.021</td>
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<tr>
<td></td>
<td>0.429</td>
<td>0.427</td>
<td>0.450</td>
<td>0.405</td>
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<tr>
<td></td>
<td>0.242</td>
<td>0.128</td>
<td>0.203</td>
<td>0.165</td>
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<td></td>
<td>-0.236</td>
<td>-0.132</td>
<td>0.163</td>
<td>-0.059</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0.16</td>
<td>0.179</td>
<td>-0.220</td>
<td>-0.178</td>
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<tr>
<td></td>
<td>250</td>
<td>250</td>
<td>250</td>
<td>250</td>
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</tr>
</tbody>
</table>

Review the normality of variables

Valid test of Kolmogorov - Smirnov was used to check the normal distribution assumption that the results of the study showed that all four studied variables are normally distributed. Because a significant level of testing for them is greater than 0.05.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sample size</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer loyalty</td>
<td>250</td>
<td>3.36</td>
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<td>250</td>
<td>3.32</td>
<td>0.406</td>
</tr>
</tbody>
</table>
Analysis of the research hypotheses

The Kolmogorov-Smirnov test of normality will be used with regard to the results of the study confirmed data, parametric tests and associated t-test application.

• First hypothesis: online shopping purchases cause an increase in unplanned shopping.

Unplanned purchases by 11 questions in the questionnaire for the period was measured before and after the online shopping. The results of this t-test are given below.

Table: T student test results to evaluate the impact of online shopping on the rise in unplanned purchases.

<table>
<thead>
<tr>
<th>Sig. Df</th>
<th>t-statistic Values</th>
<th>Upper limit of confidence interval</th>
<th>Confidence interval lower limit</th>
<th>Standard Deviation</th>
<th>Mean difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.4 469</td>
<td>2</td>
<td>-0.726</td>
<td>0.04726</td>
<td>0.60093</td>
<td>-0.02759</td>
</tr>
</tbody>
</table>

The significance level is equal to 0.469 and 0.05 times greater than test result in a null hypothesis of the equality of unplanned purchases, before and after online shopping accepted and this means that, in effect, an increase in online shopping purchases, does not affect the unplanned purchases.

• Second hypothesis: online shopping increase customer loyalty.

Unplanned purchases by all 8 items for the period were measured before and after shopping online. The results of the test are given below.

Table: T student test results to evaluate the impact of online shopping to increase customer loyalty.

<table>
<thead>
<tr>
<th>Sig. Df</th>
<th>t-statistic Values</th>
<th>Upper limit of confidence interval</th>
<th>CI of lower limit</th>
<th>Standard Deviation</th>
<th>Mean difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.4 443</td>
<td>24</td>
<td>-0.768</td>
<td>0.05421</td>
<td>0.71364</td>
<td>-0.03468</td>
</tr>
</tbody>
</table>

The significance level is equal to 0.443 and is greater than 0.05. As a result, the null hypothesis of the equality of customer loyalty, online shopping will be accepted before and after. This means that, online shopping does not have to increase customer loyalty.

• Will create websites for online sales will have effect on increasing customer?

This type of strategy used to compare the preferences of individuals on the basis of traditional and online purchases compared to rates in the two conditions were linked through the test. The first situation is when people prefer the traditional store branches (shops, etc.) that it also moved to online sales, the Shopping and the second situation is when people prefer online stores that traditional branches (store) also, Purchase. The results of this test are given below.

<table>
<thead>
<tr>
<th>Standard Deviation</th>
<th>Number</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.004</td>
<td>281</td>
<td>0.47</td>
</tr>
<tr>
<td>0.129</td>
<td>281</td>
<td>0.16</td>
</tr>
</tbody>
</table>

Descriptive statistics of the points table

Table: Results of Student t-test to compare the rates between the two groups.

<table>
<thead>
<tr>
<th>Sig. Df</th>
<th>t-statistic Values</th>
<th>Upper limit of CI</th>
<th>CI of lower limit</th>
<th>Standard Deviation</th>
<th>Mean difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00 28</td>
<td>0.00</td>
<td>3.97</td>
<td>0.474</td>
<td>0.16</td>
<td>1.337</td>
</tr>
</tbody>
</table>
Test significance level is equal to 0.000 and is smaller than 0.05. As a result, the null hypothesis of equality of points between two groups will not be accepted. Scores will be determined according to the mean values, people tend to be more responsive, the traditional store branches (shops, etc.) which also purchase the online goods.

CONCLUSION

In this study, two general hypotheses were analyzed using descriptive statistics and the results of which are as follows:

- As noted "the urgent desire to unplanned purchase is without purpose, robust and sustainable procurement, overall unplanned purchase, shopping without a plan, which already plans to buy it. "Studies show that online shopping does not increase unplanned purchase, these planned purchases will not increase as a result of the investigation as "unplanned purchases on the Internet "by A. Sadiq was also achieved in that study had failed to comply with. Since there was no sufficient evidence to answer the research question "whether the Internet encourages sudden purchases or hinder it?"
- The second hypotheses also suggests that the impact of online shopping will increase customer loyalty that online shopping will increase customer loyalty.
- Comparing the preferences of individuals on the basis of the type of strategy used in traditional and online purchases originate that, more people tend to be from branches of traditional shops (shops, etc.) which also sell and purchase online goods.

According to the research findings seem that online shopping have little effect on the rise of unplanned shopping is not planning to abandon traditional methods so as to sellers of these goods and complete replacement of online methods is not reasonable. However, online sales as a channel the supply of goods along the width in traditional stores cannot be deemed appropriate.

Recommendations

- Given that this study do not achieve enough evidence to prove the impact of online shopping on unplanned purchases. Instead, the researchers suggested that future reviews of potential buyers through a questionnaire to review actual data online stores goods that are usually offered to pay for unplanned Shopping.
- With regard to the new aspects of the online shopping, purchasing behavior are created and given the lack of available research future research in this area is recommended Other aspects of shopping behavior (such as the impact of online shopping on planned purchases, etc.) are also studied in the online environment.

It seems to be an influential factor in online shopping is the lack of consumer confidence in the online environment therefore, the researchers recommended that the effects of customers' trust in the online environment and Its impact on online purchases explore how to increase customer confidence online shopping environment to investigate. It seems that the creation of this is one of the strategies for branding impact of online brands the Internet the confidence buyers can also investigated.

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Review The Effect Of Online Shopping On Customer Loyalty And Unplanned Purchases


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