Relationship: Quality, Website, Loyalty, Customers, Brands, Sports, Mediation Web browsing and addiction to social networks

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ABSTRACT: The purpose of this study is to investigate the relationship between quality, website, and customer loyalty of sports brands, mediator role: web browsing, and social media addiction. The present research is applied in terms of purpose and is descriptive-survey in terms of data collection method. The library-field method was used to collect relevant information in the form of a questionnaire. According to the purpose of the research and the subject of the research, the statistical population includes customers of selected sports brands who buy online through Internet sites in Tehran. In this study, Cochran's method was used to determine the sample size and 4 people were selected and a questionnaire was randomly distributed among them. To determine the validity of the questionnaires, validity, content, and structural validity methods were used. Also, to determine the reliability of the questionnaires, Cronbach's alpha coefficient and combined reliability, coefficient and coefficient showed that the data collection tool has the required high reliability. Descriptive statistics, inferential statistics and Smart PLS software were used to analyze the data. It also showed a positive and significant relationship between the quality of the website and loyalty and their components, and also browsing and addiction to social networks play a conclusive role in this relationship. It is suggested that sports shop sites benefit from greater customer loyalty by creating quality websites.

Keywords: Customer, Loyalty, Brand, Web Browsing, Social Network.

INTRODUCTION

In today's society, various methods of communication and exchange of information between people has quickly taken on a new form, and information about the goods needed and popular is widely available on the sites selling products and products, with a wide variety of people and buyers considering With the quality of the website, and the impressive introduction of the product they need by the suppliers, they make a purchase and with a special strategy, they can finally become loyal customers. Website design, as a starting point in e-commerce, plays an important role in attracting and retaining customers, as well as ensuring part of their satisfaction during the online shopping process. On the other hand, customers of specific brands, in addition to the hedonistic sense in buying and using the brand, consider themselves part of the brand family and find a sense of belonging to the brand with loyalty to the brand. In addition to buying tangible goods in stores from brand websites, customers also buy the brand as a convenient means of communication for various reasons, and satisfaction with the quality of the website can increase the sense of enjoyment of visiting the website and increase user loyalty. Create. The effect of website quality on customer satisfaction and also the effect of the same satisfaction on the two variables of trust and habit were affected. On the other hand, today, the Internet and social networks have attracted many people to spend their leisure time or entertainment, who browse the web on various sites, and various sites, with the aim of attracting these people and

offering their own products, visit the exhibitions. Virtual self-invited people try to sell their products with a specific purpose, but people with more peace of mind buy from branded stores and increase their brand loyalty with a kind of distrust of other websites. Among all the factors that affect the acceptance of e-commerce, the factor of trust is a major and important issue. On the other hand, there is a kind of addiction to social networks among people who surf the web with a sense of hedonism. Using the Internet because of the false attractions it creates for users, it slowly makes them addicted to it and can meet their psychological and emotional needs. It seems that social media addiction and web browsing can make some people feel good about shopping online from special sports brand stores. Websites are great tools for communicating between organizations, users, and citizens. With the growing access of people to the Internet, the number of visitors to websites has also increased, and the issue of their quality has become more and more important. Website evaluations are mainly aimed at improving the content and management of the website, evaluating the impact of marketing activities on the target audience, and measuring the performance of the system and its technical requirements. Just as Wardine et al. Used the perspectives of customers and users in identifying factors that affect the quality of websites (Iwaarden et al., 2004).

Online shopping is a type of web browsing that involves browsing pages, websites and searching for information by consumers to gather information, shopping online. There are two types of web browsing: utilitarian web browsing and hedging web browsing. Utilitarian web browsing is the way in which a person seeks to acquire products through the use of search engine optimization methods, goal-oriented behavior, risk reduction strategies, and obtaining information about the goals being sought. Enjoyable web browsing also refers to the viewing of web pages by consumers based on leisure and entertainment, and focuses more on the enjoyable aspects of web browsing even if shopping is not done (Park et al, 2012). In today's competitive world, customers are the focus of organizations, and their loyalty is the key to gaining a competitive advantage. Studies show that companies can make more money by retaining their existing customers than by gaining new customers (Maiyaki & Mokhtar, 2012). Customer loyalty is their deep commitment to repurchase products or use the services of a particular enterprise. The customer is still committed to the organization, despite advertising about other brands. Acquiring customer loyalty is an essential factor for a company's success. In fact, building loyalty is a goal pursued by managers. Increasing customer loyalty can reduce marketing costs and increase customer demand. In addition, loyal customers make recommendations faster and faster. Given the harmful effects of Internet addiction and the widespread increase of Internet users and social networks worldwide, the focus of research has been on identifying the causes of people turning to the Internet and social networks. In social studies, sociology, social sciences, media, communication, and gender studies, the focus is mainly on social variables, demographics, or situational factors and individual resources, while in psychological studies, the main focus is on characteristics. Personality is individuals (Kalmus & et al, 2011). The World Wide Web, as one of the most prominent communication and information technologies, represents the technological advancement of today's human beings, whose role in bringing about social change cannot be ignored. Although it has not been more than four decades since the invention of the Internet and about twenty years of its universal use, it has grown so rapidly in such a short period of time that the number of websites per year has increased from the number of people on the planet. It has been more. Statistics show that today, the Internet occupies more time than the television and satellite, and is no longer considered a glamorous television box, because it has given way to computers and the Internet (Brockman, 2011). Social networks, the Internet, are virtual communities in which users can create personal profiles, connect with friends, and meet new people based on shared experiences (Kuss & Griffiths, 2012). While we are witnessing a growing trend of users, members and members of the Internet, social networks, it is essential to know the various dimensions of networks and to be aware of their effects. With the advent of technology in the field of countries, we must always witness its ups and downs. The use of new technologies, in addition to creating opportunities, also becomes a threat. Despite the superior uses of the Internet and its beneficial effects, much scientific research has been done on the impact of technology; New studies have been done on mental health and how to cause symptoms, disorder or mental distress. The term addiction to the Internet and social networks denotes a kind of behavioral dependence on the category and is characterized by the characteristics of depression, introversion, shyness, boredom, loneliness, fear, anxiety, hyperactivity, and social anxiety. The sports industry is the sixth most lucrative industry in developing countries (Pitts & Stotlar, 2007). The main source of income comes from fans and enthusiasts of the sport (DeSarbo & Madrigal, 2011). Today, sports brands have become powerful and even some of them have become legends. They reap significant benefits from their valuable image. In addition, their success is based on their ability to enhance customer perceptions of their brand-related symbols. This study examines the relationship between the concepts of addiction and web browsing with quality, website, and loyalty. What is the role of web browsing behaviors and social media addiction?

Methodology:

The present study is in the category of correlational research. And in terms of purpose of application type, in terms of duration of cross-sectional implementation, in terms of area of field implementation, in terms of time of retrospective

review and distribution of questionnaires as well as application of the results can be very useful, so this research in terms of purpose in It is a field of applied research. The statistical population of this research is customers, selected sports brands, who buy online through websites in Tehran. In this study, the Cochrane method is used to determine the sample size. Since the volume of the statistical population is unlimited, this calculation is done with an error level of 4%, so the volume of the statistical sample is considered as 8 people according to the above formula. A questionnaire is used to measure the data.

Table 1. Combination of questionnaire questions

Variables	Number of questions	Source
Website quality	28	Moghimi & Ramezan (2016)
addiction to Internet	20	(Young, 1999)
Web browsing	9	(Park et al., 2012)
Loyalty	39	(Anderson, Asernivasane and Panavalo, 2002)

The standard questionnaire for all the quality variables of the website (Moghimi and Ramezan, 2016) consists of 28 questions with a Likert scale measuring 5 values (completely agree, agree, disagree, disagree, completely disagree) from 1 to 5. The placement has been responsive. And in the standard questionnaire related to the loyalty variable (Young, 1999), there are 39 questions with a Likert scale measuring 7 values (totally agree, agree, slightly agree, disagree, slightly disagree, disagree, disagree, from) It has been responsive from 1 to 7 and with a measurement scale in the form of numbering. And in the questionnaire related to the web variable, 9 standard questions with a scale of measurement in the form of Likert scale and 5 values (totally agree, agree, disagree, disagree, totally disagree) can be answered from 1 to 5 and numbered. And in the questionnaire related to the social network addiction variable, 20 standard questions can be answered in the form of Likert 5 value range (totally agree, agree, disagree, disagree, totally disagree) from 1 to 5 and numbered.

In the questionnaire related to all the variables of addiction to social networks, 20 standard questions can be answered in the form of Likert 5 value range (totally agree, agree, disagree, disagree, totally disagree) from 1 to 5 and numbered. Standard requirements will be considered and in order to ensure the accuracy of the respondents to the questionnaire, a letter of explanation and guidance will be placed on all questionnaires. In addition, in order to prevent the subjects from being misled, the questionnaires will be designed anonymously and the signatures of the subjects will be refused. In order to better control the test conditions, random subjects will be referred to at random hours and days and the research samples will be randomly selected. In this research, in order to measure validity, first, using formal validity, which is based on the opinions of experts, university professors and industry experts, has been used.

Cronbach's alpha and the combined reliability of all research variables are above 0.7, so the reliability of the research is confirmed. In this research, descriptive statistics have been used to display cognitive demographic information. For this purpose, cognitive demographic information will be represented using frequency tables. Also, at the descriptive level, statistical characteristics such as frequency, percentage, graphs and data analysis were performed. In this research, the relevant statistical inference is used to analyze the data and test the hypotheses. At the inferential level, Cronbach's alpha has been used to evaluate the reliability of the questionnaire, as well as confirmatory factor analysis and path analysis to test the research hypotheses.

Results:

Findings according to the table regarding the subjects' education showed that the highest number of education was related to bachelor (156) and the lowest number was related to doctoral degree (18).

Table 2. Frequency distribution related to respondents' level of education

document	Number
Diploma and lower	24
Associate Degree	123
Masters	156
Masters	87
Doctorate	18
total	384

According to Table 3, the survey of community characteristics in terms of sports activity, respondents showed that 235 were athletes and 149 were non-athletes.

Table 3. Frequency distribution related to sports activities respondents

Sports activity	Number
Athlete	235
Non-athlete	149
total	384

Descriptive findings showed that a survey of community characteristics in terms of willingness to buy from the site showed that 252 people were willing to buy more and 32 people bought only once. Also, the study of community characteristics in terms of offering to buy the site to others showed that 267 people offer to buy from the site to others and 17 people do not offer. To confirm the reliability of the model, Cronbach's alpha method and combined reliability and validation of the mean variance extracted (AVE) were used.

Table 4. Evaluation of reliability, and validity of variables

Variables	Cronbach's alpha	Combined reliability	AVE
Website quality	0.934	0.948	0.405
Addiction to social networks	0.939	0.942	0.460
Web browsing	0.818	0.853	0.405
Loyalty	0.955	0.958	0.384

Therefore, in general, it can be said that the results of confirmatory factor analysis show that the studied structures have high validity in terms of validity and factor loads are significant at the level of 5% reliability and have a significant role in measuring the structure. In fact, narration means that a measuring instrument can measure the desired feature and characteristic. Narrative is important because inadequate and inadequate measurements can make any scientific research worthless and inadequate.

Table 5. Relationship between website quality variable and its components with loyalty variable and its components

Predictable variable	Path coefficient (β)	Amara t
Website quality	0.752	15.24

(Dependent variable: loyalty)

Hypothesis One This study examines the relationship between a website quality variable and its components and the loyalty variable and its components. According to the t-statistic (t = 15.24) which is outside the range of -1.96 to 1.96.

It can be said that the variable of quality of the website and its components is related to the variable of loyalty and its components in level 95 As a result, the hypothesis of a research is confirmed.

Hypothesis 2 of this research examines the relationship between the variables of quality of a website and its components with the variable of addiction to social networks and its components. According to the statistic of t (t = 14.13) which is outside the range of -1.96 to 1.96, it can be said that the quality variable of the website and its components with the variable of addiction to social networks and its components at the level 95 As a result, the hypothesis of the two studies is confirmed.

Hypothesis 3 This study examines the relationship between a website quality variable and its components and a web browsing variable and its components. According to the statistic of t (t = 8.12) which is outside the range of -1.96 to 1.96, it can be said that the quality variable of the website and its components are related to the variable of web browsing and its components at level 95 As a result, the hypothesis of the three researches is confirmed.

Hypothesis 4 of this study examines the relationship between the variable of addiction to social networks and its components with the variable of loyalty and its components. According to the statistic of t (t = 3.13) which is outside the range of -1.96 to 1.96, it can be said that the variable of addiction to social networks and its components with the variable of loyalty and its components at level 95. As a result, the hypothesis of four researches is confirmed.

Hypothesis 5 This study examines the relationship between the web browsing variable and its components with the loyalty variable and its components. According to the statistic of t (t =1.51) which is in the range of -1.96 to 1.96, it can not be said that the web browsing variable and its components are related to the loyalty variable and its components at level 95, The result of the fifth research hypothesis is rejected.

Table 6. GOF criteria review

Variable	Variance	Shared values	GOF
	ᵣR	Communality	
Trust social networks	0.331	0.412	0.397
Loyalty	0.726	0.459	0.456
Web browsing	0.122	0.338	0.390
Average	0.393	0.403	0.380

The GOF criterion for the overall model fit is calculated to be 0.397, which indicates a strong fit of the model.

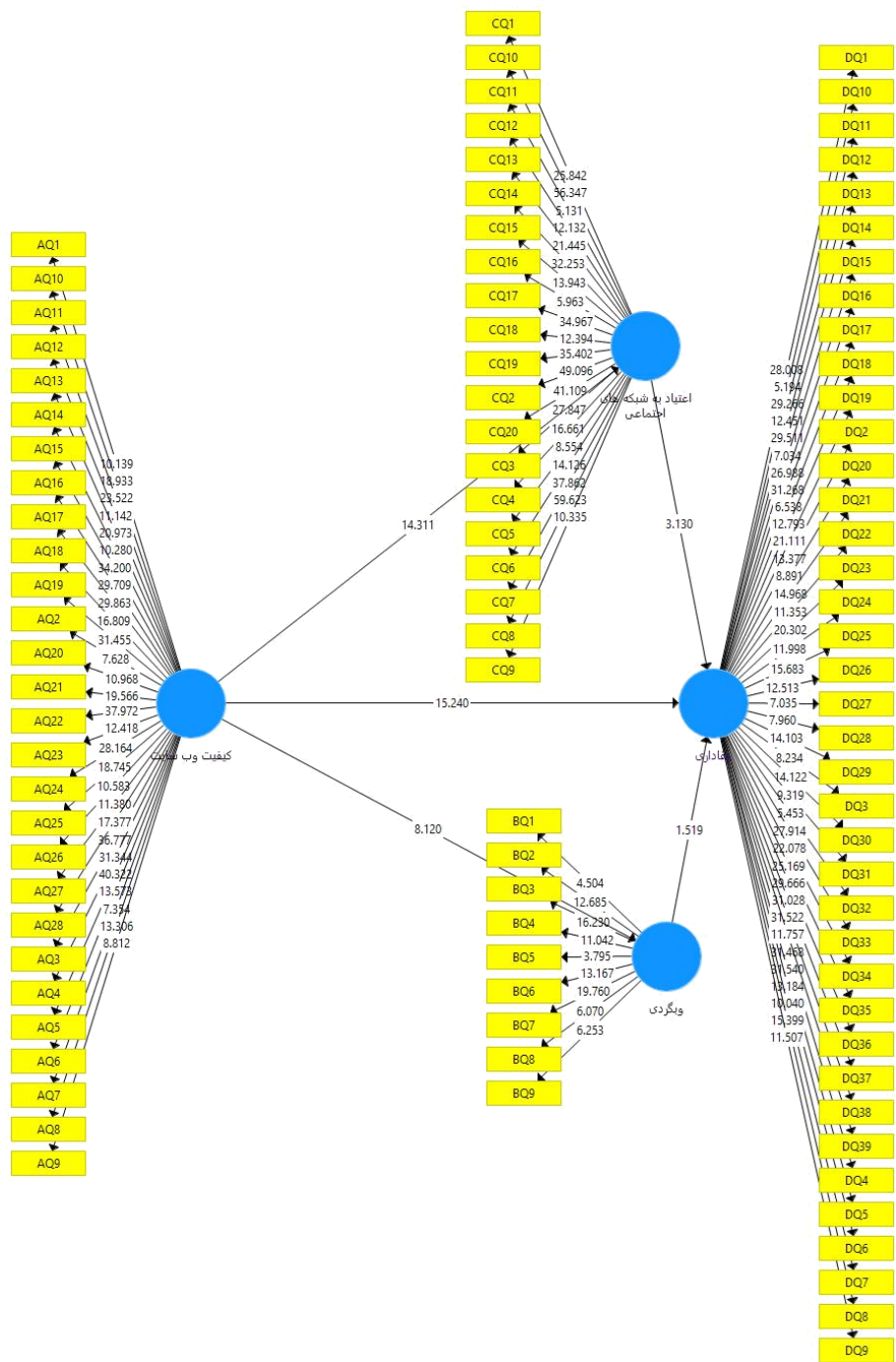Figure 1. Research model in standard estimation mode
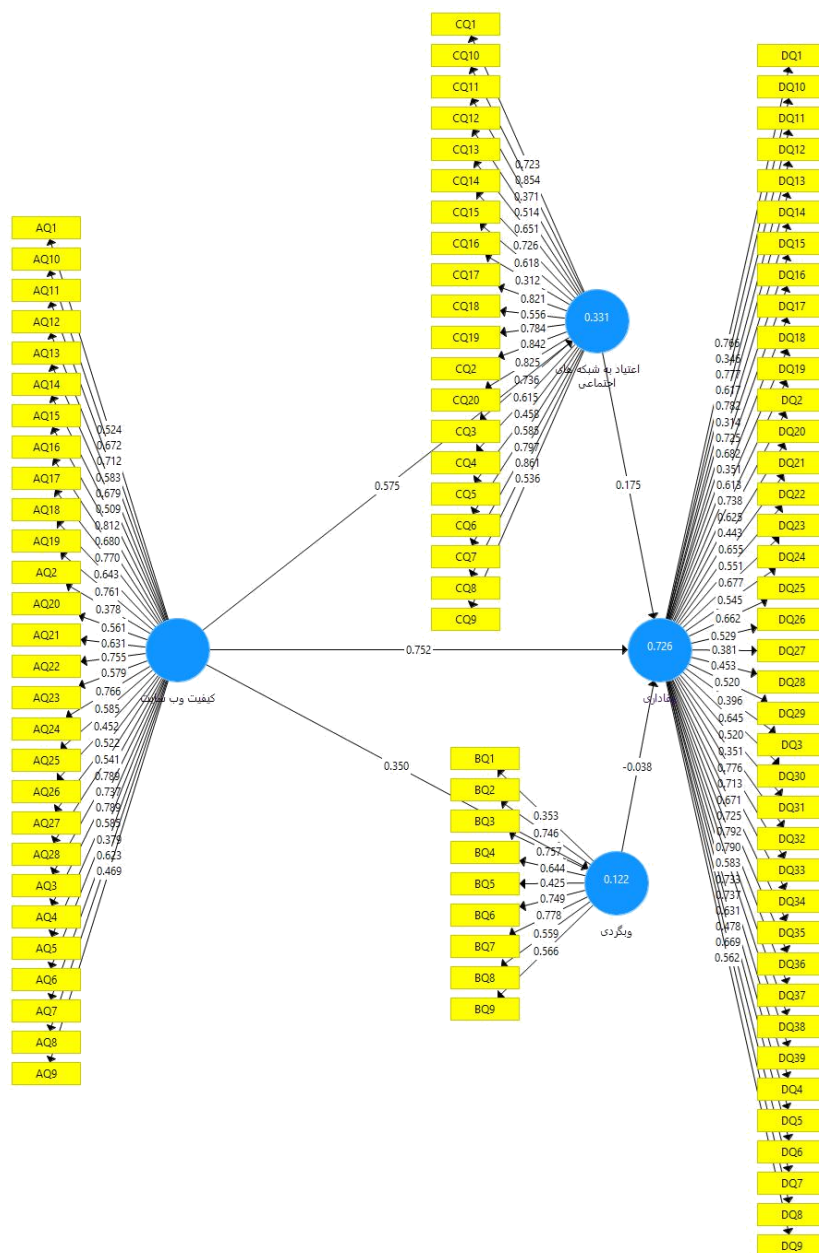
Figure 2. Research model in a significant way

Discussion and conclusion:

In today's society, the exchange of various information among people is rapidly taking on a new form, and information about the goods needed and popular is widely available on sites selling products with a wide variety of people and buyers due to the quality of the website. And the impressive introduction of the product they need by the suppliers, the purchasers, and with a specific strategy, finally, they can become loyal customers. And in the meantime, people with web browsing and addiction to social networks have also entered online shopping, and with quality, website, and trust, they can be in the category of loyal people. The availability of countless information, the

up-to-dateness of information, and the low cost of searching have changed the way information is searched, and Internet users are preferring to search the Internet for information. In research, marketing, and consumer behavior, different purchasing decisions, patterns, and behavioral patterns have been shown to reflect the utilitarian and hedonistic dimensions of web browsing. For example, shopping can be viewed from a fun and practical perspective (Woss et al., 1)

According to the results of the present study, it is suggested that managers and owners of websites study successful domestic and foreign websites on how to use the quality of the website to increase customer loyalty, as well as creating customer clubs and providing a variety of services to them. In order to increase customer loyalty, the website. It is suggested to use the opinions, advice and advice of university professors, who are experts in increasing customer loyalty, and website performance. It is suggested that system implementation, management, customer complaints, and prompt customer feedback be considered regarding the problems they have raised in order to increase customer loyalty.

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