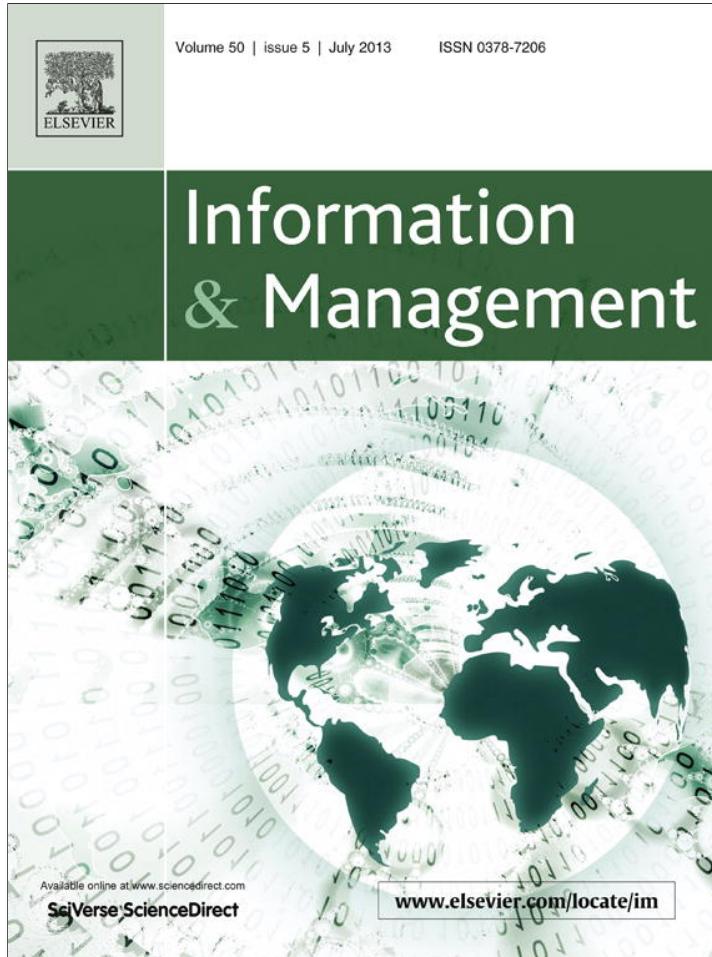


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The impact of website content dimension and e-trust on e-marketing effectiveness: The case of Iranian commercial saffron corporations

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ABSTRACT

By considering the problems that commercial saffron companies have faced in international markets, the aim of this study is to investigate the impact of website content, including informational and design dimensions, on the effectiveness of e-marketing and e-trust as mediator variables. These aspects are examined with reference to sales and marketing division managers in a sample of 100 commercial saffron corporations in the Khorasan province. The findings support the ideas that website content has an effect on e-marketing and e-trust and that e-trust plays a mediating role in the relationship between e-trust and e-marketing effectiveness.

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1. Introduction

The Internet has created a fundamental shift in business and consumer behaviors that is similar to the shift that arose during the Industrial Revolution [15]. Internet marketing involves using the Internet to provide information, to communicate and to conduct transactions. The Internet is a ubiquitous information platform that allows internal and external customers to reduce costs for both firms and end users [34,39]. It allows different businesses to enter the global market and provides corporations with opportunities to become mass customer-oriented, reduce marketing costs, foster closer commercial relations via greater coordination among distribution channels, facilitate business information-gathering, increase corporation popularity through improved communication among different social groups, and improve customer services and customer–corporation relations. Therefore, most firms have started developing marketing strategies for the web [8].

The Internet increasingly makes the marketing function responsible for supply management. The customer becomes the starting point for marketing activities for multiple reasons. Customers have increasingly diverse needs and can influence each other in terms of what to buy, when to buy and how much to

buy [38]. The customer is a very powerful and important factor in web-based markets.

To enter and become successful in e-marketing, building a suitable website is a requirement. For this reason, many organizations have created websites to communicate with their existing customers and to attract new customers. Iranian saffron companies face challenges in foreign markets, such as forming a brand and introducing it to foreign markets, allocating a large enough budget to market research and marketing activities to develop consumption markets and recognize consumer needs, and the selling of counterfeit "Iranian" saffron; above all, prime foreign competitors use information systems that can decrease their costs, especially for market research [2,3,16]. Therefore, e-marketing is very useful for Iranian commercial saffron companies. This study investigates the effect of website content dimensions on e-marketing effectiveness via e-trust in commercial saffron corporations.

2. Literature review

A website is an information resource on the World Wide Web [28]. Many companies have made great efforts to utilize the Internet to expand their businesses. Website content has naturally become one of the most important issues for companies that want to maximize profits by promoting their services or products in a competitive and limited market.

Customer satisfaction and website content are closely related. A study on consumers' preferences regarding shopping on the Internet indicated that the content of a website affects consumers'

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shopping patterns [26]. Consumers' perceptions about Internet retailers are mainly built upon their interactions with the retailers' websites [18]. The importance of commercial website content is a primary issue that is examined in this study.

A formal definition of "content preparation" was first suggested by Proctor et al. [40]. The term includes aspects such as what information needs to be selected, how information should be stored and organized, how information can be retrieved and how information should be displayed. This study considers what information is necessary and how this information should be displayed.

A suitable retail website should have certain standard features. For instance, the website should present clear and relevant information because customers will be able to compare information that has been delivered via different media [22].

Only a handful of studies in academic literature have specifically examined corporate website issues. Palmer [37] used student samples to evaluate corporate websites from Fortune 1000 companies. His results indicated that website success is significantly associated with website download delay, navigation, information, interactivity and responsiveness.

Kim and Stoel [26] examined the dimensionality of website quality for apparel retailers to determine which dimensions of website quality were significant predictors of shopper satisfaction. Their results indicated that only three dimensions (i.e., informational fit-to-task, transaction capability and response time) were significant predictors of shopper satisfaction. Content regarding the shopping environment is also important. Other authors, such as Szymanski and Hise [44], explained that product information and site design are critical for creating a satisfying customer experience.

Detlor et al. [14] published the most relevant research about what information is necessary for online shopping. He identified fourteen factors for research and browsing tasks from open-ended questions that were answered by 962 participants. A tourism website information study [13] and a case study of culture website content [24] also listed attributes that are important in website content design. Moreover, Guo and Salvendy [17] used the previous studies to design a study concerning what content e-business websites should contain, paying attention to other previous studies on website content. Their survey aimed to examine the significant content factors of e-business websites. The results of the study indicated that these factors, in order of importance, are security content, quality content, service content, appearance description, contact information, aid function, customized function, search function and product.

Hernández et al. [21] analyzed the main factors that must be considered when designing a commercial website. Their results determined that the information provided on the website must be accurate, informative, up-to-date and relevant to the customers' requirements.

Lee et al. [29] evaluated the quality factors of trade show websites. Four factors (i.e., system quality, information quality, service quality and relationship quality) were assessed by measuring their impact on attendees' satisfaction with the trade show website. The results identified four content items related to overall user satisfaction.

Halpern and Regmi [19] examined the website content of 451 European airports. Their results showed that content related to passenger services and information has the greatest presence. Furthermore, there are some significant differences in website content among airports. Luna-Nevarez and Hyman [31] studied the content of websites for top global destinations. They investigated six factors: navigation and interactivity, visual and presentation style, textual information, use of social media, use of advertising. Their findings revealed that destinations use different approaches to target potential visitors.

Based on the above literature review, in this study, website content has been divided into two dimensions, informational and design. This separation is useful because a website that has an inappropriate design cannot provide useful information for users and will lose potential customers. In addition, websites that present a great deal of information without paying attention to organization are not considered user-friendly.

2.1. Informational dimension

The informational dimension of websites specifies what information the site should present to the customers. Marketing practitioners and academic researchers contend that a primary purpose of a company's website is to provide information to prospects, customers and other stakeholders [10,37]. Corporate websites are typically used to provide general information about the company, trade or application – specifically news and product information [45].

In an exploratory study by Keeney [25], the need to maximize product information was expressed as one of the main objectives related to e-commerce, while Palmer [37] found the content of corporate websites to be a significant predictor of the websites' success. Chen et al. [10] found the information provided by a website to be the second most important factor in explaining variance in visitors' attitudes toward a website. Goutam et al. [7] demonstrated that the informativeness of a corporate website is an important factor for website effectiveness in a business-to-business context.

2.2. Design dimension

The design dimension determines how customers access website information [5,46]. In this study, the design dimension includes three factors: search function, protected content and presentation content. Presentation relates to the visual appearance or general attractiveness of the site. The search function allows the site's visitors easy access to the information of interest. Protected content is a feature that customers value when ordering products or tracking orders over the Internet.

Good design and the use of interactive features on a website help users identify relevant information quickly and easily, thereby making information more usable. Many researchers have found empirical support for the notion that more interactivity usually results in a more satisfying website experience, and thus website success [7,33]. Palmer [37] found that interactivity and navigation have a significant association with the success of corporate websites. In a study based on two types of storefront designs (thematic/non-thematic), it was found that consumers reacted more positively to web-based stores that used a thematic and picture-based store design compared to web-based stores that used a non-thematic and text-based store design.

2.3. E-trust

Trust refers to the depth and assurance of feeling based on inconclusive evidence. Uncertainty and risk are necessary conditions that reveal the value of trust [32]. When a person believes in another person's honesty and trustworthiness in a transaction, trust can be formed. Therefore, trust is an important factor for the creation, development and protection of long-term relationships between customers and sellers. Palvia [38] believes that trust is a vital factor in company performance and profitability. Although trust is a cornerstone of strategic relationship development, it also plays a central and original role in company performance development. In particular, because of the increasing risks in transactions, e-trust has come to play an important role in loyalty

and relationship development between customers and organizations.

There are three important dimensions of customer e-trust with relation to company websites:

Ability: the ability of the company to satisfy customer demands.

Integrity: the honesty and reputation of the company.

Predictability: customers' beliefs that the company will adhere to the promised transaction and to the interaction policies and guidelines [48].

2.4. E-marketing effectiveness

One merit of the Internet is that it provides an efficient means for increasing companies' marketing activities. However, attention should be paid to the effectiveness of the Internet in relation to an organization's achievement of short- and long-term goals, its recognition of strategic shareholders (including customers, managers, proprietors) and the satisfaction of their desires [45]. In addition, e-marketing effectiveness consists of an increase in e-loyalty, an increase in sales and an increase in customer attraction [42].

With regards to the importance of increasing the number of customers and becoming more customer-oriented in a market environment, customers are very important strategic shareholders for companies, and marketing efforts need to satisfy the customers. In this study, effective e-marketing relates to the ability of a company website to meet the demands and needs of managers from a marketing point of view. Online buying and ordering is currently popular among buyers and companies. For marketing activities to be effective, companies should use different methods to satisfy customers to increase the numbers of products sold in the e-marketing environment [23]. Building a long-term relationship with customers is based on customer loyalty, and the Internet environment and e-marketing represents an inexpensive way to build these relationships [9].

Eid and Treman [15] examined factors affecting the success of business-to-business international Internet marketing. They suggested five factors for companies' success in Internet marketing: the website and its content, marketing strategies, environmental factors, internal factors and factors related to global activities. These five factors play a great role in the success of business-to-business efforts. Before going global via the Internet, a company should make marketing preparations and redefine its organization with reference to these factors. A successful website must be well-structured and present appropriate information to customers [30]. The website should present some information about the corporation and its products, and the website should also have special features in terms of usability, security, and accessibility [6]. Ha and Stoel [18] suggested that consumer perceptions of usefulness and attitudes toward e-shopping influence consumers' intentions to shop online and that the company website is an effective means by which to form these perceptions.

Wu et al. [48] showed that trust plays an important role in e-business because trust reduces customer uncertainty and motivates customers to visit and buy from a website. Therefore, with reference to the studies detailed above and the relevant competitive conditions, it could be claimed that website content is an effective means for building customers' trust. Trust, as a critical factor in e-commerce, is influenced predominately by websites. The impression of e-commerce as a whole has a strong impact on customers' willingness to trust the concept of online shopping [12]. A lack of trust is also an important deterrent, especially because the medium for the transaction is a website [38]. McKnight et al. [33] showed that site quality, which is a combination of information

quality and system quality, is a significant factor that affects trust for potential customers. However, Kim et al. [27] suggested that only information quality is significant with regards to trust for both potential and repeat customers. In this study, with reference to the problems of Iranian saffron companies in international marketing and to the limitations in the literature, website content has been examined because information quality refers to the content and presentation of information [17], but website content concerns only the type of information that needs to be presented and how it should be organized.

3. Conceptual framework and hypotheses

Fig. 1 presents the conceptual framework examined in this study. It is proposed that website content and e-trust influence e-marketing effectiveness and that e-trust acts as a mediator variable.

Based on the literature review and research model, the aim of this study is to investigate the impact of website content on e-marketing effectiveness via e-trust. The following hypotheses have been formulated:

H1. Iranian commercial saffron corporations' website content dimensions influence e-trust.

H1a. The informational dimensions of Iranian commercial saffron corporations' websites influence e-trust.

H1b. The design dimensions of Iranian commercial saffron corporations' websites influence e-trust.

H2. Iranian commercial saffron corporations' website content dimensions influence e-marketing effectiveness.

H2a. The informational dimensions of Iranian commercial saffron corporations' websites influence e-marketing effectiveness.

H2b. The design dimensions of Iranian commercial saffron corporations' websites influence e-marketing effectiveness.

H3. E-trust influences the e-marketing effectiveness of Iranian commercial saffron corporations.

H4. The website content dimensions' indirect impact of Iranian commercial saffron corporations on e-marketing effectiveness via e-trust is greater than their direct impact on these corporations' e-marketing effectiveness.

The measurement of website content was based on studies conducted by Guo and Salvendy [17], Detlor et al. [14], Lee et al. [29] and Szymanski and Hise [44]. Corfu et al. [13] analyzed two major constructs when evaluating website content: informational content and design. The informational and design dimensions were measured using a five-point Likert scale, with 5 being "very important" and 1 being "not important at all". Wu et al. [48]

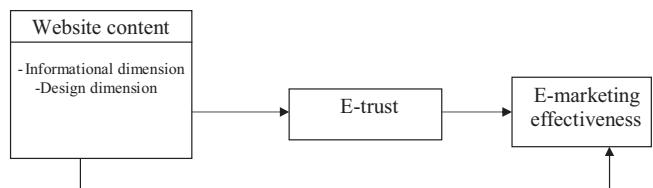


Fig. 1. Conceptual framework of the research.

employed McKnight and Chervany's [32] scale to measure customer e-trust. This scale was modified for this study. To measure variable e-marketing effectiveness, a questionnaire was designed based on studies by previous researchers, including Berthon et al. [4], Hung and Lin [23], Sharma and Sheth [42] and Sharma [41]. E-trust and e-marketing effectiveness were also measured using a five-point Likert scale.

- The adequacy of the model to describe the relationship between the latent variable and the items measuring it was evaluated using the following items:
- Convergent validity of the measures associated with individual latent variables.
- Discernment validity of the research instruments [1].

Two tests that are used to examine the convergent validity are Cronbach's alpha and composite reliability scores. Nunnally [35] suggests a value of 0.7 as a benchmark for modest composite reliability. However, Churchill [11] suggests that a Cronbach's alpha value of 0.6 is acceptable.

In this study, the composite reliability generated as part of the SmartPLS output is presented in Table 1. Using SPSS 15, the Cronbach's alpha scores for the constructs were also determined (Table 1) using Nunnally's benchmark for composite reliability (0.7) and Churchill's benchmark for Cronbach's alpha (0.6). These results demonstrate that there is convergent validity in the

Table 1
Composite reliabilities and Cronbach's alpha values.

Latent variable	Dimension	Item	Composite reliabilities	Cronbach's alpha	AVE
Website content	Informational dimension	I1 ^a			
		I2	0.896	0.876	0.805
		I3			
		I4			
		I5			
		I6			
		I7			
		I8			
		I9			
		I10			
E-trust	Design dimension	D11 ^b			
		D12	0.891	0.816	0.804
		D13			
		D14			
		D15			
		D16			
		D17			
		T18 ^c			0.695
		T19	0.940	0.871	
		T20			
E-marketing effectiveness		T21			
		T22			
		T23			
		T24			
		M25 ^d			
		M26	0.915	0.920	0.874
		M27			
		M28			
		M29			
		M30			
		M31			

^a I = Informational dimension.

^b D = Design dimension.

^c T = e-trust.

^d M = e-marketing effectiveness.

Table 2
Cross-loading analysis.

	I	D	T	M
I1	0.79	0.37	0.255	0.28
I2	0.85	0.331	0.405	0.065
I3	0.89	0.407	0.399	0.299
I4	0.86	0.418	0.032	0.474
I5	0.77	0.387	0.15	-0.12
I6	0.85	0.09	0.255	-0.061
I7	0.83	-0.112	0.474	-0.09
I8	0.75	0.407	0.433	0.112
I9	0.81	-0.14	0.406	0.164
I10	0.98	-0.061	-0.046	0.225
D11	0.478	0.855	-0.011	-0.079
D12	0.532	0.843	-0.079	-0.21
D13	0.38	0.774	0.424	0.021
D14	0.447	0.956	0.462	0.426
D15	0.114	0.875	-0.264	0.242
D16	-0.143	0.871	-0.2	0.233
D17	-0.2	0.785	0.233	0.389
T18	0.233	-0.29	0.89	-0.2
T19	0.389	0.33	0.723	-0.143
T20	-0.44	0.47	0.785	0.48
T21	0.21	-0.4	0.901	0.447
T22	0.19	-0.564	0.897	0.317
T23	-0.65	0.248	0.885	0.378
T24	0.48	0.156	0.909	0.368
M25	0.34	-0.78	0.879	0.987
M26	0.27	0.368	0.356	0.768
M27	-0.55	0.178	0.189	0.89
M28	0.46	0.45	-0.23	0.96
M29	-0.13	-0.832	-0.13	0.758
M30	-0.52	-0.98	0.465	0.853
M31	0.23	0.234	0.146	0.756

Note: ($P < 0.001$) Loadings on their respective constructs are highlighted and are greater than 0.707.

measurement model; the Cronbach's alpha and composite reliability scores that were computed for this survey are acceptable (Table 1).

The average variance extracted (AVE) was used to assess the convergent validity of the latent variables. Fornell and Lacker [1] stated that the AVE should be greater than 0.5. In this study, the AVE estimates (Table 1) from SmartPLS are greater than 50% for all the latent variables.

One test for examining the discernment validity is cross-loading. The cross-loading analysis was conducted following the rule that items should have a higher correlation with the latent variable that they are supposed to measure than with any other latent variable in the model [1,47]. Table 2 presents the factor structure matrix of the study variables that was developed by PLS and SPSS. Demonstrating strong convergent and discriminant validity, all items exhibited high loading (>0.707) on their respective constructs. Collectively, the convergent and discriminant properties of the constructs were considered to be excellent.

Having ensured the adequacy of the model, questionnaires were distributed to randomly selected commercial saffron companies. It was decided to consider marketing managers (middle management) key informants because such individuals usually resolve the Internet-related issues that concern marketing activities. This study population included managers of commercial saffron companies' marketing and foreign sales departments, who were located in Khorasan ($N = 134$). Data were collected from 100 people and random sampling was used. This study was focused on saffron firms selling wholesale over the Internet.

Descriptive statistics were used to provide the sample profile. The SEM was also employed to examine the hypothesized relationships among the constructs in the study. The hypothesized model was tested using the SmartPLS program.

4. Results

The demographic breakdown of the respondents is summarized in Table 3. The sample was comprised of 29% female and 71% male respondents. The results indicate that the respondents were relatively young, with 59% of respondents younger than 46 years old. The sample was a highly educated group, with the majority of respondents (54%) holding a university degree and (10%) holding a postgraduate qualification. Most respondents were experts in the industry, with 34% of respondents having 20–25 years of experience in the field and 10% having only 5–10 years of service (Tables 4 and 5).

The SmartPLS software uses a least squares estimation procedure and does not have any limitations with regards to sample size. Therefore, SmartPLS is typically recommended in situations with a small sample size. SmartPLS is often considered to

be preferable to other software for examining reflective and formative indicators [20], such as those examined in this study.

The results of the structural model assessment are presented in Fig. 2. H1 is supported because a significant positive effect was seen on e-trust, as the *t*-value of the tail is greater than 3.3, based on a significance level of 0.001 [$\beta_1 = 0.682$: $t = 9.241$: $p < 0.001$].

H1a and H1b are also supported because informational and design dimensions had a significant positive effect on e-trust [$\beta_2 = 0.594$: $t = 6.673$: $p < 0.001$] [$\beta_3 = 0.276$: $t = 2.981$: $p < .01$].

The website content dimensions can be said to have had a positive effect on e-marketing effectiveness because the *t*-values of the two tails are greater than 3.3, based on a significance level of 0.001 [$\beta_4 = 0.062$: $t = 7.111$: $p < 0.001$]. H2 is therefore supported.

H2a and H2b are also supported because the informational and design dimensions had a significant positive effect on e-marketing effectiveness, as the *t*-values of the two tails are greater than 3.3, based on a significance level of 0.001 [$\beta_5 = 0.5$: $t = 4.621$: $p < 0.001$] [$\beta_6 = 0.532$: $t = 6.964$: $p < 0.001$].

E-trust had a positive effect on e-marketing effectiveness [$\beta_7 = 0.25$: $t = 3.526$: $p < 0.001$] because the *t*-values of the two tails are greater than 3.3, based on a significance level of 0.001. The indirect effect of the website content dimensions on e-marketing effectiveness via e-trust is greater than its direct effect on it [$0.062 < 0.682 \times 0.25 = 0.171$]. These results indicate that H3 and H4 are supported.

As previously mentioned, there is no overall fit index in SmartPLS path modeling. A global criterion of goodness-of-fit has been proposed by Tenenhaus et al. [43]. This is known as the GOF index.

The GOF index is bounded between 0 and 1. Both the absolute GOF and the relative GOF are descriptive indexes, i.e., there is no inference-based threshold to judge the statistical significance of their values. In general, a value of the relative or absolute GOF that is equal to or higher than 0.90 clearly speaks in favor of the model.

5. Discussion

The findings of our research indicate the importance of affective reactions on the effectiveness of e-marketing. The model and the results indicate that, in addition to the direct effects of website content (informational and design dimension) and e-trust on e-marketing effectiveness, there are partial mediating effects that impact the relationship between website content, e-trust, and e-marketing effectiveness. The mediating effect of e-trust is supported. These findings also demonstrate that the informational and design dimensions have an effect on e-trust and that the effect of the informational dimension is greater than that of the design dimension.

There are several academic implications of these findings. First, there is a discernible effect of website content (the informational and design dimensions) on e-trust, as has been previously suggested in the literature. McKnight et al. [33] suggested that information and system quality are both important mechanisms for fostering e-trust, but Kim et al. [27] showed that only information quality has an effect on e-trust. The findings in this study confirm McKnight et al.'s results.

Second, this study emphasizes the role of website content (the informational and design dimensions) in e-marketing. The findings of this study show that website content and the dimensions of the content do have an impact on e-marketing. Several current studies of corporate website issues also support these findings. Palmer [37] showed that information, navigation, and interactivity are very important factors for making a website successful. The content of a website is very important for increasing customer satisfaction [26,29] because the website makes users feel comfortable and secure when visiting it, thus increasing the probability of a

Table 3
Demographic profile of the respondents.

	Frequency	%
<i>Gender</i>		
Male	71	71
Female	29	29
Total	100	100
<i>Age (yr)</i>		
25 or under	–	–
26–35	15	15
36–45	44	44
46–55	12	12
56 or above	29	29
Total	100	100
<i>Education</i>		
Less than secondary/high school	–	–
Secondary/high school	14	14
Some college or university	22	22
College/university diploma/degree	54	54
Postgraduate degree	10	10
Total	100	100
<i>Years of service</i>		
5 or less	–	–
5–10	5	5
11–15	10	10
16–20	27	27
21–25	34	34
26 or above	24	24
Total	100	100

Table 4
Results of the structural model.

Path	Path coefficient (β)	t-Value*	Inference
H1: Wc → T	0.682	9.241	Supported
H1a: I → T	0.594	6.673	Supported
H1b: D → T	0.276	2.981	Supported
H2: Wc → M	0.62	7.111	Supported
H2a: I → M	0.5	4.621	Supported
H2b: D → M	0.532	6.964	Supported
H3: T → M	0.25	3.526	Supported

* t-Value is based on a significance level of 0.001 (t-value = 3.3).

Table 5
Summary of model fit indices.

Model fit	GOF
Absolute	0.9
Relative	0.961

Overall, the GOF indices successfully support the proposed model.

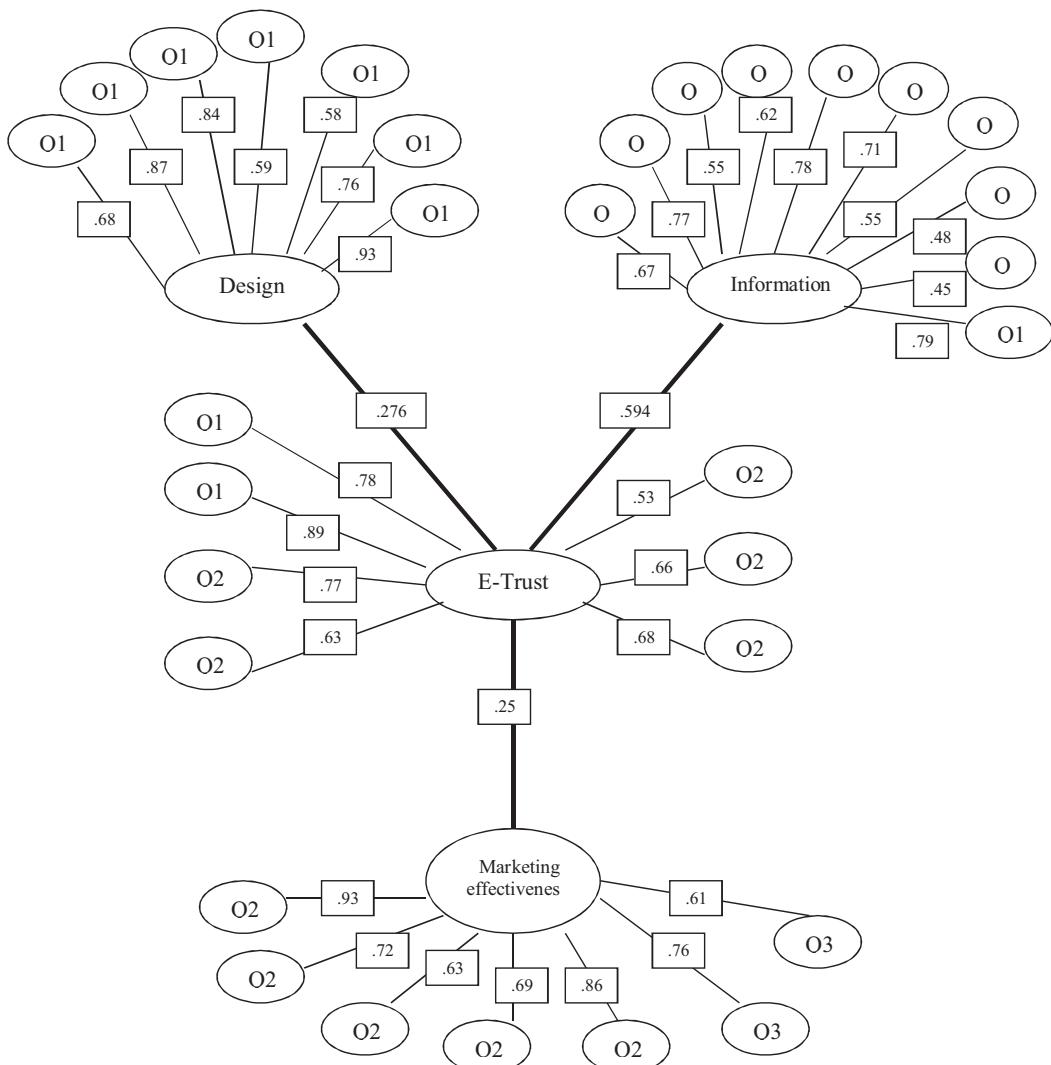


Fig. 2. SmartPLS test of the proposed model.

transaction being completed [21]. The findings of this study showed that both the informational and the design dimensions are crucial factors for e-marketing effectiveness. As suggested in previous studies, companies must make the information desired by online purchasers easily available through internal search engines, general menus, and site maps. Information must be accurate, informative, up-to-date and relevant to the customers' requirements [7,10,37]. A well-designed site is an important tool for companies that are aiming to use the Internet in their marketing activities. Creating a website that is well-organized and easy to navigate allows for a smooth flow of movement around the site, which is a crucial element for effective marketing on the Internet [15,36].

Third, the findings of this study show the direct effect of e-trust on e-marketing effectiveness. Corbitt et al. [12] demonstrated that people are more likely to purchase online if they perceive a higher degree of trust in e-commerce and have more experience in using the Internet. In an Internet environment, trust attracts customers and fortifies their loyalty and commitment [48].

Fourth, the model and results show that there are partial mediating effects that impact the relationship between website content and e-marketing effectiveness. Previous research has suggested that trust plays a considerable role in consumers' adoption of e-shopping, and people who perceive a site as having a

higher level of quality seem to have a higher level of trust toward the site [12,17].

There are several limitations in this study. We used managers in the sample during the data collection stage because they had enough information about customers' needs and because it was not possible to access to companies' customers. This study's results should be further validated using different types of samples in further research. Additionally, this study's results relate to commercial saffron companies and cannot be generalized to other companies.

6. Conclusions

The results of this study highlight the partial mediating effect of e-trust in the relationship between website content and e-marketing effectiveness. The overall hypotheses in this study are supported by a data set of 100 middle managers of commercial saffron companies. This research has very important implications for practitioners, including commercial saffron companies and website designers, who hope to understand and enhance their websites' content and the e-trust mechanism in the e-CRM environment and e-marketing.

For effective e-marketing and success in the Internet environment, the following are critical factors:

- Rich and essential information must be presented to the customers.
- The website must be well-designed, so customers can access information easily.
- The website design should pay attention to e-trust because the website content can effectively attract customers and persuade them to buy.

These factors are expected to play a great role in website success. Future research could include measuring website performance, as this is becoming a critical issue for effective online marketing. Using this method, companies can examine visitors' behavior and the length of their website visit [39]. This type of study could also be extended to consider other companies and look at customers' points of view.

Electronic commerce applications will undoubtedly be useful for Iranian commercial saffron companies. It would be interesting for researchers and marketing managers to explore how the application of e-technologies, such as Internet marketing, will be integrated with other applications such as enterprise resource planning (ERP) and customer relationship management (CRM), which include methodologies, software and Internet capabilities that help an enterprise manage customer relationships in an organized way.

Appendix A. [{(Appendix)}]

Information dimension

1	The e-marketing website should tell customers how they can communicate with the company (e.g., telephone, e-mail)	Corfu et al. [13]
2	The e-marketing website should introduce the company and its brand	Guo and Salvendy [17]
3	The e-marketing website should list the production and distribution places of the produce product	Corfu et al. [13]
4	The e-marketing website should list the costs of services, exchanges, and returns	Corfu et al. [13], Detlor et al. [14]
5	The e-marketing website should provide a detailed description of the product	Guo and Salvendy [17]
6	The e-marketing website should provide price increment/decrement information about the product	
7	Each type of product should have an expert comment or recommendation	
8	The e-marketing website should provide the quality certificate for customers	
9	The e-marketing website should clarify the purchase responsibility for customers	Detlor et al. [14], Guo and Salvendy [17]
10	The e-marketing website should clearly list the restrictions of discounts and sales	Guo and Salvendy [17]

Design dimension

11	The e-marketing website should provide photos of the product from different angles	Detlor et al. [14]
12	The e-marketing website should provide a site map for the convenience of searching	Guo and Salvendy [17]
13	The e-marketing website should provide a search and category function by discount information	
14	The e-marketing website should provide tracking information for the shipments	Detlor et al. [14], Guo and Salvendy [17]

Appendix A (Continued)

15	The e-marketing website should provide links to other websites, e.g., main organization websites in the scope of the business	Guo and Salvendy [17]
16	The e-marketing website should provide the possibility of changing the website language for the customers	
17	There should be a search bar on every web page of the e-marketing website	
<i>E-trust</i>		
18	The website should seem to demonstrate enough technical expertise and skills	McKnight and Chervany [32]
19	The website should be reliable	
20	The information exchanged over this website should be between the company and customer	
21	The information quality provided by the website is consistent	
22	The website appears to be well qualified in the area of the industry	
23	The website is ethical	
24	The website should have a strong sense of integrity	
<i>E-marketing effectiveness</i>		
25	Gathering information about competitors	Berthon et al. [4]; Hung and Lin [23]
26	Introducing the company's brand to customers	Berthon et al. [4]
27	Keeping customers using the Internet	Berthon et al. [4]; Sharma and Sheth [42]
28	Effective advertising in target markets	Berthon et al. [4]; Sharma [41]
29	Entering and penetrating faster in target markets	
30	Attracting foreign customers using the Internet	
31	Increasing foreign customer, information about the company using the Internet	Berthon et al. [4]

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