

# **The Impact of Marketing Strategies, Perceived Risk and Customer's Trust on Internet Salesman's Online Shopping Behavior (Case Study: Irancell Online Stores)**

Mohammad Bialayesh\*,

**Abstract** In terms of business today, the number of Internet users and the desire to buy online has increased. There are many factors affecting the willingness to buy online. The purpose of this research is to assess the impact of marketing strategies, perceived risk and customer trust on internet salespeople on online shopping behavior in Irancell Internet stores. The statistical population of the research is customers of Irancell Electronics Services in Guilan province who purchase licensed websites in Guilan province. With regard to the unlimited and uncertain size of the statistical population, 384 people were ed based on Morgan's table and available sampling method. For data gathering, a standard questionnaire was used which reliability was estimated by Cronbach's alpha and composite reliability of more than 0.7. Its validity was confirmed by content validity method and opinion supervisor and convergent and divergent validity. In order to analyze the information in the descriptive statistics section, using SPSS21 software, using mean and standard deviation, SPSS21 software was used for statistical analysis and hypothesis analysis was done by structural equation modeling based on partial least squares approach using Smart PLS software. The research findings showed that marketing strategy has a significant effect on perceived risk and also on customer confidence. Also, the perceived risk has a significant effect on customer confidence and online shopping intent, and finally, the significant effect of customer confidence on online purchasing intention has been confirmed. On this basis, it can be said that attention to elements such as the type of marketing strategy, the perceived risk level, as well as the level of customer confidence, play an important role in the tendency to buy online.

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**Keywords: Marketing Strategy, Perceived Risk, Customer Trust, Online Shopping Intent, Irancell Services**

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