EXAMINATION FOR ONLINE DISCOUNTED WEBSITES IN IRAN

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ABSTRACT

Today, most of websites of stores provide services and goods for customers. But during recent years, we have suddenly experienced a novel viewpoint toward electronic trade which places sale and purchase beside the term discount. These websites acting as group discount websites shouldn't be misinterpreted as e-commerce because their working models are different from online stores. But the issue is that what benefits are there for providers offering so high discounts and what is their goal and how people can trust those websites?

In this paper, we practice to define completely group discount websites, their tasks the role goods and services diversity in these websites, their role promoting businesses and website rank through method of promoting in Iran. Results indicate that planning and users recognition and their needs are required entering this market. The important factors here are including utilizing universal ideas as local, strong communication, and planning. In case that appropriate conditions are present, the customer would feel trust and satisfaction and this business will consequently be promoted.

Keywords: market, internet, discount, website, Communication science

INTRODUCTION

Today, the internet has turned to an expanded platform to perform marketing and commercial deals. E-commerce is one of the novel findings of information age that has cast a lot of changes over world trade and competition regulations. It has also created amazing advantages in methods of performing businesses (Latifi & Kashani, 2010). Based on customers’ trust model in internet shopping which was developed by Turban (2001), customers’ perceptions out of internet shoppers include firm validity and its reliability. The reliability itself includes competence, benevolence, and honesty. The competency of believing in other parties’ capabilities, skills and proficiencies is in a certain range. The benevolence means that the firm seeks customers’ benevolence not just its benefits and interests (Khodadhosseinni et.al, 2009). Aylagan discusses the validity as the level of shopper’s believes in sellers’ honesty which requires long term capital of resources, attempts and noting relationships with customers. It must be noted here that internet shopping isn’t actually based on the real experience of purchase rather based on appearances like image, shape, qualitative data, and advertisement and the consumer can’t touch or feel the good prior to purchase. Therefore,
accepting to shop by internet and acting so is extremely depended on consumers’ relationships and the way that he/she interacts with computer (Saeidnia&Baniasadi, 2010).

WHAT IS GROUP DISCOUNT?

Everyone likes discount all over the world. Paying less cost means that one can save more money and that is more purchase potentiality. Discount is an action accelerating the process of goods sale and both shopper and seller befit from this. The seller generally decreases prices for a relatively short term up to a level ion the process of discount. The seller also tries to inform the discount to customers through environmental advertisements. The discount is generally offered because of special and different events including purchasing for New Year or schools reopening during which shoppers seek for special goods and are actually considered as a potential customer. The seller sells large number of goods within the discount process and his/her benefit rate, thus, promotes. Here, the shopper pays less money and he/she also profits. Following fast and amazing development of group purchase systems within which different goods and services are provided with a declined cost, marketing systems formed based on discount to remove slowly the condition of group purchase provided that certain number of customer, at least, would purchase the offered good (Mohammadi, 2011). In fact, a marketing company resides as a moderator between shoppers and sellers or services in this method. Thereby, good or service providers return the cost for marketing to the customers in the form of discount.

BUSINESS MODEL FOR GROUP PURCHASE AND INITIAL IDEA

Group purchase offers various goods and services with a reduced price provided that a certain number of customers, at least, would purchase the good or service. This idea resembles a big sample of multiple sales that has certainly been experienced already. For an instance, when you wish to buy a certain good, you are suggested that if you buy 2 or more, you will pay less. Generally, those websites acting so provide a single good or service daily. In case that, certain number of customers tend to buy, this suggestion will be definite then it may be sold. Marketers of these websites generally identifies the owners of local services and goods who are benefiting from relative popularity band quality and explain their business model for them and the good or service are sent over to customers, visitors and members of website as the day offer following to agreements and contract. Regarding that gained considerable discount, they ensure to sell certain number of discount coupon within a certain and limited term to activate the discount for others. Social networks and micro blocking services growth have considerable effects on the development of such like websites. For example, imagine a shopper who had a very good purchase or discount opportunity but a 1000 persons purchase is set as a condition. Thus, shoppers generally try to introduce the good or service to friends or relatives or act to advertise it on this social network in order to benefit from the offered discount. Here a question rises that there is no justification for the owners’ benefit offering 40-90% of discount. But one should notify that they will sell large number of goods or services in a short term and gain a large total benefit. Some of unknown sellers try to advertise his/her brand by this trick or some waiting for customer to return again buy a good or service from them. Another issue is that the cost of environmental advertisement would be removed because group purchase websites are assumed to do that. Even if one doesn’t use the discount coupon, will get to know this firm, restaurant or other service providers which will
be resulted to customer promotion. The customer or coupon shopper who had paid low price to use a good or service will gain suitable benefit. On the other hand, website will gain its commission for advertisement and customer attraction from business owner and through this a transaction is performed whose three parties are winning (Mohammadi, 2011).

GROUP DISCOUNT IN THE WORLD

If one seeks to find the origin of group purchase websites, he should review the memorial book of Gropon. This kind of website was developed for the first time in Chicago by Andrew Misson in 2008. The idea and platform were belonged to the point assembly. Gropon is blended from term “group” and “coupon”. Gropon wasn’t the first group discount website but can be considered as the most successful one. This website could grow very fast using the social network of facebook and expanded its markets from Chicago to other American cities like Boston and New York. As Forber reported the fastest development is belonged to the Gropon which precedes the face book, too. As Gropon developed, local businesses were more inclined to cooperate with his website and they received more requests. Gropon had only 120 staff in 1388 and used to provide daily 30 offers to 30 cities. But users and markets seeking to cooperate with Gropon gradually increased and it already has 10000 staff and expanded market all over the world but again seeks to find new markets, too. There was news about Gropon on the internet every day in 1389 and this persuaded the very opportunistic google to offer a 6 billion $ price for buying the Gropon. But Misson and board of directors rejected this offer and preferred to keep self-reliant and this working model was such simple but profitable that group discount websites grew in number extremely fast. Certain competitors emerged in countries like Russia and China to make Gropon approximately unable penetrating internal markets. This model had such a deception profitability that google started to implement google offer service and face book examines a similar model for local businesses on its network.

GROUP DISCOUNT IN IRAN

Group shop website was devised in Iran for a short time few years ago to allow Iranian market to experience this working model just like other nations but it stopped working after a short time. Again in summer 2011, several group discount websites initiated in a short interval to attract certain customers providing better services and friendly appearance.

Takhfifan and Netbarg were websites introduced as first names in this field. Each of them informed users through primary and sometimes expanded advertisements in websites and services that they are initiating to be active and claimed their presence in partially disturbed Iranian market. Few weeks later, Hamkarid was introduced to Iranian shopping websites, too. Thereby, this field started to grow bigger. Takhfifan has registered its domain on January 14, 20011 and it was just one month then that Netbarg did so. Both services’ blog sent the first material on July 11, 2011 for Netberg and two days later for Takhfifan. Takhfifan was 3 weeks earlier in case of formal activity of sale and product offer than Netbarg.
PERFORMANCE OF GOOD OR SERVICE PROVIDER AND GROUP DISCOUNT WEBSITE

The group discount website provide an environment in which the seller register and attaches his products photos together with their specifications and price for a specified number of sales and the website enters the sopping deadline, price, delivery after sale, the number of products must be purchased by one and other users to be allowed the discount admitting the discount together with other visual and text specifications on the website. Shopping starts right after seller registration such that prior to the deadline the number of goods to be qualified and the discount to be applied for all purchases.

HOW SHOPPERS REACT TO NEW DISCOUNT?

One of the most important advantages of group discount websites id pollution reduction and time and cost saving. Shoppers are being informed through email and SMS after discount issuance and purchase by the internet if they need a product or service examining quantity and provided discount as well as comparing them to other products provided in virtual and real markets. Those who purchased through group discount websites receive a code as coupon and order tracking code which must be handed over to the provider at the time of delivery.

CORRECT STYLE OF ELECTRONIC TRADE

Actually, the most important item in business is money and also the way that directs you to achieve the money is the style of your business trade. In sale, an important item to be faced with is the so-called the cost of the customers’ first experience that takes a great part of the services or goods seller’s attention. If you could send appropriate customers to the sales person, even you advertised the goods, also you find a great number of customers familiar with the mentioned goods.

So we conclude that the suggestions offered on group discount websites are basically new goods and services need to be known to the customers, therefore you may rarely face with authentic and famous goods and brands.

Even though there may be some group discount websites that accept some charges for presenting more famous brands or sell with a great discount to increase their credit and authenticity. But in addition to the all foretasted matters, there are some other valuable items that have an important role in group discount websites success as having experienced marketers and the inscription style of presented goods and services details.

REASONS OF SOME GROUP DISCOUNT WEBSITES

Websites launching charges are very few, but putting new ideas in practice, pursuing ideas up to work, increasing continuously awareness are of new methods in marketing and group discount websites advertising. Therefore perfect management and site direction and gaining customers’ satisfaction are obligatory items in this business continuance, and if these rules
weren’t obeyed and therefore the addressee distrust occurred, these sites would fail in a short time (Seyjani, 2014).

Present and future status of group discount websites. Iran with a population of 70 million and increasing rate of network users can be an appropriate market for the commercial model. But there’s a crucial worry about the increase of group discount websites that may harm this trade. with a flash back we remember that in a period of times there were a great number of weblog creating websites and also social networks as every day we heard of a social websites creation with a new title and specifications, but after a while, lots of them started to fade away and this causes a painful damage to those users who had trusted their services. Recreating some group discount websites may bring this subject to the mind that the history is going to take place again and that ominous definition is longing for the group discount websites.

Inexpert and unskilled entrances and bubble-like group discount websites creation may cause a fatal damage to the other companies operating in this field. Because on one side, it brings pessimism and mistrust to customers and industrialists, business and service owners associated with this model of business. But there are solutions by use of which the group discount websites can make a good future for their business and on the other hand, they play their role in purchasing from group discount websites Culturalization.

At first, even though their trade model is mostly an adoption of Gropon website, they should never compare themselves with it and remember that especially in Iran there is a long path to achieve this position. Therefore, they must create a powerful team of experienced managers and marketers. And with considering users’ need and presenting high qualified products that causes users’ satisfaction make them permanent customers. Secondly, in the present time most of the group discount websites focus on Tehran. It may be better that according to other local markets and some large cities like Mashhad, Shiraz, Isfahan, Tabriz, etc they expand their market and hence make a more better and bright future for themselves (Mohammadi, 2011)

Naturally, when you see in less than one month, more than 20 Iranian group discount websites have launched, you will be aware of bubble atmosphere made in this field. We hope those friends who start this path and those who are going to commerce analyze their terms and their surrounding environment realistically and then start.

CONCLUSION

With increasing speed of internet usage in different aspects of life, one of the stated items is payment transferring through net that is very remarkable to lots of customers and organizations. Several researchers have been done to support net marketing launching. As one instance, Olrick and Statel(2002) conclude that network marketing would be a frugal way to prevent time consuming in compare with the traditional style.

Researchers also traditionally conclude that goods or services purchase attitudes occur after forming ideas and beliefs, so with more trust the possibility of future purchase will increase (Mowen, 2001). This study’s results show that having an experienced and skillful team, ready
contracts, appropriate job experiences are important factors to prosper this business for the owners of this sort of market. Definitely, entering this market with no schedule and program will cause to fail and leakage of market and users recognition. Employing marketers who know both customers and sellers, powerful communication, planning and initial investment are the most important factors to start and put in practice such an idea. If the situations are prepared, the customers will trust this market and finally his/her satisfaction will be obtained.

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