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Presenting a Model for Accepting Online Brands: The Search Engines

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Abstract

Search engines can be seen as an innovation in the Internet that requires to the individuals' acceptance to disseminate and promote the social system. The aim of this study was to evaluate the technology acceptance model about acceptance and use of search engines by users with emphasis on the role of brand relationship and experience of online brand as new effects of TAM. For this purpose, 10 hypotheses were developed. To collect the necessary data to test the hypotheses, a compilation questionnaire containing 27 questions was used in 9 facets and among 458 internet users in the city of Rasht, as the statistical population to respond to the different sections of the questionnaire, were distributed. To analyze the data and test the hypothesis, the structural equation modeling method was used. Summary results of test the hypothesis showed that trust and perceived usefulness was effective on experience of using online brand and experience of online brand have a positive effect on user satisfaction and their willingness to use online brands and these two variable leads to formation of long-term relationships with the brand.

Keywords: Technology Adoption, Brand Relationship, The Experience of Online Brand, Trust, The Perceived Risk.

Introduction:

In today's market, good thinking about brand strategy plays an important role in the success of organizations. Brand development strategy and expand consumer choice in relation to various products has become one of the most popular ways of growing business. Characteristics of the changing market, has a strong influence on the company decisions (Soltani et al., 2013). In the past few decades, the use of the Internet and related applications, has increased among computer users (Baharin et al., 2015). The Internet and its related technologies, have changed the landscape of global branding. In the past 15 years, online brand have become very popular brand names instead unknown brand, so that they have been one

of the top 100 brands and with value in a market. For example, now Google's brand worth is estimated hundreds of millions of dollars. In fact entry and exit and frequent interactions between an online brand and its users guarantee such a situation (Song et al., 2010). Maintain an active interaction with the user, through frequent exchanges is a critical issue in the field of online brand names. Understand and create the conditions that resulted in formation of positive experience of online brand, in two different areas of academic research are very important. The first area is information systems and in particular the use of technology acceptance model and the conceptualization of online brands as the part of the technology. In this study, have been tried that usefulness and usability of the system to be tested with the focus on the characteristics relevant to brand task and considering user experience. In contrast, the marketing literature want to look online brands as the reinforced products and services that meet the needs of specific customers through interaction in virtual environments and using a computer. Marketing research emphasize on the emotional aspects of the brand experience and subjective assessments of it as well as the importance of brand personality, brand image and its special value. Online brand experience is including cognitive aspects and affective aspects that few researchers have confirmed the importance of both views (Thomas &Veloutsou, 2013). In fact, there is no thorough understanding of the prerequisites and consequences of electronic marketing and the development of an integrated framework for it. On the other hand, according to published statistics on the website Internet of Live Stash, number of Internet users in Iran in 2014, with growth of 9% compared to last year was more than 22 million people. However, due to recent efforts to design national search engine, the results of this study could be a small step to help this issue. So the purpose of this study is the combined view of marketing, information systems and research in this regard, to provide a model for online brand experience in the field of search engines. In this model the relationships between variables with emphasis on experience quality and the importance of building long-term relationships with users has been design.

Theoretical basis of research:

Search Engines

In technology today, the Internet role is rapidly increasing and will continue in the future. In this rapid rise, the right of access to data and integration has become a challenge. Search engines as the main source of obtaining information and the necessary tools to search for users, are on the website. Because 93% of Internet traffic is managed by the search engines, exploiting the potential of search engines is very important. This number is not only a statistical result, but show the crucial role of search engines in routing users to the appropriate websites. Due to the effects of search engines and their role in the search results for web sites, the competition between them is increasing day by day (Egri & Bayrak, 2014). Look at the list of Internet traffic reveals that Google's search engine has the most visited websites in the world (Blanco et al., 2011). While such a result, will be the case among the study users or not, will form one of the objectives of this study.

Experience of Online Brand

Online Brands are the results of information and communication technology development. Online brand is a combination of a name, symbol and a set of product and service features that has been linked with a specific name. Online brands such as offline brands, introducing an identified products, that through which customers or users consider the valuable product and different than competitive products. In the field of consumer experiences, brand distinguishes the features of an online brand (Christodoulides, 2009). Online areas tend to rich information, dynamics and saturated spaces of market and will be known by high flow of information with an emphasis on technological innovation. The virtual nature of the online environment and lack of physical interaction increases the challenges associated with intangibility and uncertainty of the environment. Therefore, these environments are looking for the probability of interact and brand experience by customers in real-time. In fact, ongoing bilateral interactions with a brand or its related businesses, is a key asset and indicators of success. Online brands earn by relying on repeated interaction with users, through advertising, licensing or subscription as well as direct revenue from the sale. In this environment, continuous active relationship with the user, is a critical issue for the survival of brands (Kollmann & Suckow, 2008). In marketing literature, the concept of experience in different fields like shopping experience, product experience, aesthetic experience, service experience and consumption experience, consumer experience has been discussion (Soltani et al., 2013). Generally, the nature of the brand experience has been studied since the early 1980s, but this concept was first proposed by Schmidt in 1997. Brand experience arises from collection of customer interaction with a brand, a company or a part of an organization (Schmitt, 2009). Brand experience includes emotional, behavioral and cognitive reactions that are stimulated by generators related to Brand such schemes, identity, packaging, communication and the environment in which the brand is presented (Brakus et al., 2009). Many marketing experts believe that the knowledge and understanding of how brand experience by consumers is vital for development of marketing strategies of products and services; because the brand experience can be used to predict consumer behavior (Motaharinejad et al., 2014).But in particular, online Brand experience is a reaction or an answer within one's mind in contact with a brand online. In fact, online brand experience caused by concept of customer experience and includes perception modes and multifaceted sense for each consumer. Online brand experience means taking a logical, perceptual and purposeful reaction to a brand as well as the emotional and stimuli processing of brand experience (Rose et al., 2011). For example, experimental results include the results associated with the task such as usability of an online Brand, and pleasure experiences as gratified or satisfaction. People in interaction with online brands are within a variety range of activities that are leading to a variety of behaviors and experiences. The difference in the conceptualization of online brand experience, reflect the diversity among online brands. Internet experience, customer experience in the online environment, overall consumer experience, website experience and online experience are only a small example of the different terms that online brand experience with them has been described. But the most comprehensive definition of this concept that has been presented, introduces it as a comprehensive reaction to motivations within the environment of the site. Brand experience can be positive or negative and, more importantly, this experience could impact on consumer satisfaction and loyalty (Zarantonello & Schmitt, 2010).

Technology Acceptance Model

The user conflict with an online brand has attracted the attention of information system researchers. Understanding conditions where the product or service from technology is accepted by the users, as a considerable issue remains stable. Most research in the field of information systems, prerequisites and consequences of online brand experience within theoretical models of technology adoption have been studied (Thomas & Veloutsou, 2013). Technology Acceptance Model (TAM) was presented by Fred Davis (Khee et al., 2014). Davis first time in 1986 has designed this model to do his doctoral thesis and then presented the results of its application in two papers in 1989 (Rastegari & Aghamohammadi, 2011). This model has been a socio-technical model that its aim was to describe the accepting the use of an information system. The Technology Acceptance Model, consumer behavioral intention for use of an information system reflects the acceptance of the system by the user. Technology Acceptance Model and factors used in it, forecasts intention and behavior when users are in the full voluntary control. This model is the most effective and most widely model for acceptance of technology (Uzbek et al., 2014). Despite numerous studies of the primary TAM model was used, but recent research by considering the new factors influencing the use of technologies such as such as behavioral tendencies, satisfaction, loyalty, and positive verbal advertising and unplanned purchases have developed the first model. These researches have added the additional requirements for attitudes and behavioral tendencies to draw more precise conditions under which a technology is considered to be useful. For example, Giffen et al. (2003), and Palvya (2009) focused on trust. Powell and colleagues (2007), considered the perceived uncertainty on behavioral tendencies. Some researchers modified the original model not only for the purpose of adopting the technology, but the purpose of using it. Although all these researchers have developed technology acceptance model, but considered the main message of model. In this perspective, the TAM model draws a practical point of technology acceptance where user's behavior and view is the function of cognitive and purposeful interactions with a brand (Thomas & Veloutsou, 2013).

Relationship with Brand

Since 1998, the views, and a variety of different concepts and theories to understand consumer relationships with brands have been offered (Fetscherin & Heinrich, 2014). Consumers who bonded with specific brands, form the brand relationships. Two aspects that create the relationship between consumer and brand, is emotional connection (Veloutsou, 2007). The emotional dimension include affiliation and proximity which is the main constituent of relationship. According to the theory of social psychology, forms of relationship, is another dimension of the node of relationship and dependence that in the literature on brand relationships that have been strongly supported. Those customers that established deep relationship with brands, tend to be involved in a bilateral relationship processes, actively; that requires preparing and receiving information. From the perspective of marketing, online brand is not only a technology but also a product. In addition, the user is deemed to be a consumer (Song et al., 2010). User interaction with an online brand can be seen as a relationship in progress that users' experiences form the emotional ties between consumer and product. Functional performance of a brand are only important as a basic prerequisite for success, and emotional communication between users and technology are complement for rational assessment of functional and technical performance of brand. Successful

relationship with the brand takes shape of the positive experiences with brand (Kollmann & Suckow, 2008). Relationship with the brand is long-lasting bond between the brand and the consumer that clearly are different from concepts such as brand attitude, satisfaction and engagement. Relationship begins when customers and brands interact with each other and increase the frequency and duration of these interactions. Previous studies have shown that sometimes people give spirit to the brand with human-like characteristics increased and form their relationship with it somehow that they have relationship with a human in the context of society. This relation includes mutual trade between brands and consumers through a series of repetitive actions, which has many benefits for both sides (Huang & Kandampully, 2012). The result of this process is the forming stronger and more stable relationships. While functional benefits of online brands such as quality and technological features can be duplicated easily, the benefits of relation provide a more reliable basis for successful long-term relationship (Thomas & Veloutsou, 2013).

Satisfaction of Brand

Customer satisfaction is as one of the most important achievements of all marketing activities of market-oriented companies (Hao et al., 2015). This concept is a major factor in the success of many organizations and numerous researches mentioned about the relationship the customer satisfaction with mouth advertising, loyalty, repeated purchases and increasing profitability of organizations (Fernandez and Prado, 2007). But satisfaction does not always mean purchase intention again, but is an indicator that the strategic value of the beyond that provides for business incomes (Yuan Chang et al., 2013). Oliver (1970) suggests an effective approach about satisfaction that satisfaction is expressed as realization of the pleasant of a need, desire or goal, after taking a product or service. And overall satisfaction includes an orientation of strong feeling about the overall experience of customers for a service (Howat & Assaker, 2012). Customer satisfaction is known a central concept and critical goal of all business activities and increase desired behavioral tendencies about services that organizations provide (Gee Chen et al., 2012). Consumer satisfaction of the brand is also outcome of collective perceptions, evaluations and psychological reactions of consumers when using experience a product or service. The benefits of customer satisfaction of a brand, can be mentioned to the increased transactions, tends to increase the purchase, reducing sensitivity to prices and costs transactions (O'sullivan & Mc Callig, 2012).

Brand Trust

Features of the absence of certain characters in the online environment (uncertainty) and the inability to judge the quality of the product before buying it (asymmetry of information), Trust in online transaction processes is very important (Takhyreh et al., 2014). Trust is facilitator factor of human interactions. Trust enables people doing trade transactions and helps move fluid economy. On the other hand, Lack of trust is a useful state of mind that enables us in avoiding of unreliable and unsafe system or individuals and organizations. Trust is defined as the sensitive one side than the other side's behavior that on the basis of this is expected the trustee does certain activities that is important for the confiding, without being have the ability to monitor or control him (Zhu & Gee Chen, 2012). Trust is critical for the formation of attitudes and behavior to a brand or seller. Trust of Brand is promised to rely on brand ability to perform

the tasks (Habibi et al., 2014). Researchers believe that brand trust is a key element in the relationship between customer and brand. This means that Trust the introduction of customer make a commitment to a relationship. In this perspective, the creation of brand trust is critical to business success (Xie et al., 2014). In fact, those companies that for consumers provide safety and integrity in relation to brands established long-term relationships established between them and their customers (Alan & Kabaday, 2015).

Perceived Risk

Perceived risk have old Background in consumer behavior literature and According to it is confirmed that Perceived risk is a strong variable to explain the behavior of consumers, because consumers often try to avoid mistakes (Andrews & V. Boyle, 2008). The risks and uncertainties is inherent properties of the Internet, more people Prevent using it as a search channel One hundred percent (Sajedifar et al, 2012).

Expression of Hypotheses and Presentation of Research Conceptual Model

Figure 1 shows the integrated model of online brand experience. In this model, emotional aspects of relationship with brand have been complementary technology acceptance for a fuller understanding of the consumer experience with the brand online. In this model, pattern variables of technology adoption, perceived usefulness, ease of use and behavioral tendencies have been considered. In addition, trust and brand reputation as well as new requirements have been introduced and the impact of perceived risk as well as the trust is tested. The consequences of model also include the online brand experience, satisfaction and relationships with online brand.

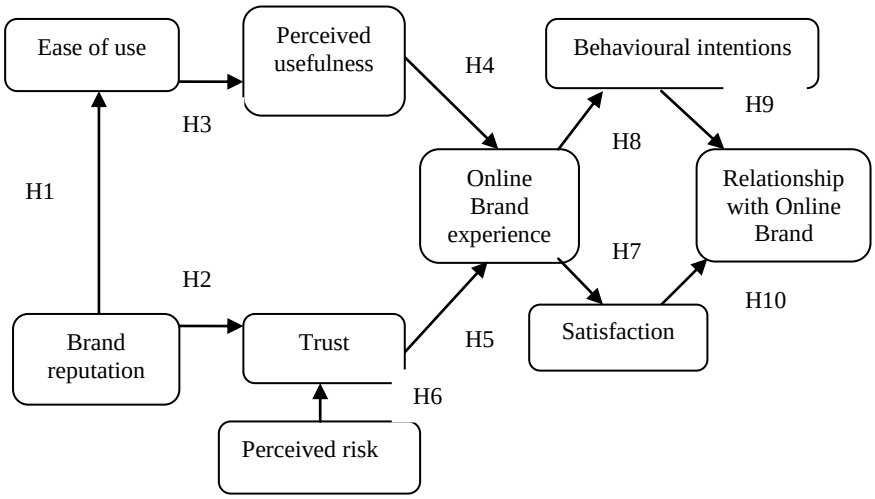


Figure 1: Research Conceptual Model.

When the online brand is not only a technology but also regarded as a product and technology users are customers, brand reputation can be Determinant of technology adoption (Song et al., 2010). In fact, brand reputation is Superiority a company or institution and its products than others, and makes the customer a product, even at a higher price, than another prefers and purchase. Reputation of supplier also increases perception of his superiority to the user. About more famous brands, customers have higher expectations and are expected to provide superior service from them (Sengupta et al., 2014). On research of Technology, Reputation has significant effect on perceived value and usefulness of the technology. Brand familiarity and positive perceptions of it, forecasters are very trust, because reduce the worries and concerns related to safety and security of information:

H1: Brand reputation, has a positive effect on ease of use.

H2: Brand reputation, has a positive effect on trust.

According to technology acceptance model, perceived usefulness and ease of use are the two factors determinant of individual desires to use the technology.

Ease of use, the belief of person that is using a system to what extent will be comfortable for him. The research results show some customers who are familiar with the application and use of technology-driven products, are surer about their ability to engage with an online brand. Perceived usefulness also expressed belief that it will increase the system's performance (Abubakar & Bidin, 2014). The research findings show that the user's perception of the usefulness of interactions with an online brand, effect on the attitude and behaviour:

H3: Ease of use, has a positive effect on perceived usefulness.

H4: Perceived usefulness has a positive influence on brand experience online.

Trust has multi-dimensional structure that is basically associated with the concepts of uncertainty and risk (McCole et al., 2010). The relative newness of the Internet with remote nature of customer relationships with organizations in the online environment has increased the risks involved in it. In addition, the online environment requires a higher level of Trust in the face to face interaction. Building trust is as the first step and foundation formation of an electronic interaction (Rahimnia et al., 2012). Trusts on consumer tendencies to gaining experience in the online environment are affected and the lack of it is customer's first refusal to engage with brands online. Trust positively influenced on attitude towards online shopping and other sources of uncertainty, including concerns about safety or lack of safety, has a depressing effect.

H5: Trust has a positive effect on the brand experience online.

On the other hand, risk is a fundamental aspect of the transaction, which is associated with the importance of trust in e-commerce and has always been considered as a factor in front of Trust. Trust and risk are so closely related and other words risk is core of trust. Many studies have revealed a negative correlation between these two variables (Zhao et al., 2010). With this introduction:

H6: The risk perceived has a negative effect on trust.

Online brand experience, represents an Internal and mental reaction in contact with an online brand. Positive experience of online brand occurs when the total value of positive interaction with the brand surpasses values of negative interactions. Satisfaction is also outcome of positive emotional and perceptual of the online brand experience. Other consequences might include a desire to visit the site again; tend to re-purchase or loyalty (Thomas & Veloutsou, 2013). So,

H7: Online brand experience has a positive effect on satisfaction.

H8: Online brand experience has a positive effect on behavioural tendencies.
The positive experience of Brand has increased repetitive interactions, continuous and long between customer and brand and forms relationships between the customer and the brand. Online brand relationships include an emotional tie that binds the consumer to technology. Relationship online brands, is related to emotional experiences that are formed through satisfaction and loyalty (Kollmann & Suckow, 2008). In particular, when consumers trusted to the brands and then them they feel satisfied; they have established strong ties to it. These relationships, additional strength brings for brand and makes it more difficult for competitors to imitate (Simmons, 2007).
H9: Behavioural tendencies have positive impact on the relationship with online Brand.
H10: Satisfaction has positive effect on the relationship with online Brand.

Research Methodology

Present research in terms of the aim of is an applied research and in terms of methods of collecting and analyzing data, is a descriptive and correlational study based on a structural equation model. The statistical population of the research is Internet users in the city of Rasht, who use search engines to access their information. Since the study population of this research was unlimited, the number of samples with sampling formula from unlimited society was determined that 458 people were selected using random sampling. In order to collect data and to analyze the information, the compilation questionnaire including 27 questions in 9 dimensions of: Ease of use (3 items), perceived usefulness (3 items), trust (3 items); relationships with online brand (3 items); behavioral tendencies (3 items), satisfaction (3 items), perceived risk (3 items), and online brand experience (3 items) is used in the form of five point Likert scale (strongly disagree to strongly agree) is designed. In this study, Cronbach's alpha was used to determine the reliability of the questionnaire. For this purpose, a prototype simple consists of 45 questionnaires were pre-tested and then by using obtained data from the questionnaire and by SPSS software the confidence coefficient was calculated using Cronbach's alpha. According to the obtained results, the Cronbach's alpha for all the variables are above 0.70, which indicates good reliability for the research tool.
In order to assess validity of questionnaire, two types of content validity and construct validity were considered and in this regard, content validity and reliability factor (factor analysis) were evaluated. Construct validity, indicate that measuring instruments to what extent, measures the size or character of a structure that has theoretical basis. Therefore, confirmatory factor analysis are used to ensure the relationship of each of the items with their representative construct. According to the results, all factor loadings of research variables are higher than 0.5 and significant that indicate the validity of the questionnaire. Load factor represents the correlation of each observer variable (the question of questionnaire) with a latent variable (factors). With the help of a load factor can be said what indicator has greater share in the measuring their structures. The result of the above analysis are presented in Table 1.

Table 1: Validity and Reliability of the Questionnaire.

Variable	Questions	Factor loadings	The amount of T	Cronbach's alpha
Ease of use	1	.78	3.33	.82
	2	.72	3.42	
	3	.76	3.44	
Perceived usefulness	4	.77	2.55	.81
	5	.73	2.54	
	6	.70	2.51	
Brand reputation	7	.77	3.17	.77
	8	.76	3.16	
	9	.74	3.45	
Trust	10	.80	3.56	.88
	11	.83	3.72	
	12	.87	3.45	
Online Brand experience	13	.89	2.89	.84
	14	.87	3.76	
	15	.85	2.80	
Behavioural Intentions	16	.78	2.98	.87
	17	.79	2.99	
	18	.73	2.69	
Satisfaction	19	.91	2.33	.85
	20	.90	2.39	
	21	.93	2.34	
Relationship with Online Brands	22	.79	2.88	.80
	23	.83	2.98	
	24	.81	2.96	
Perceived risk	25	.89	2.56	.85
	26	.94	2.59	
	27	.93	2.67	

Research Findings

Descriptive Statistics of Respondents

According to data from the demographic characteristics section of questionnaire, the highest frequency is related to age of 20 to 30 years, with 280 people or 61 percent of the study sample. And the lowest frequency is related to 40 years and older with 11 percent. In the studied sample, women are 221 people or 48 percent and men are 237 people or 52 percent. The category of undergraduates with 49 percent is

the maximum number in the sample or the greatest percent. The search engines used by users, Google ranked first with 71% and 23%, respectively Yahoo and Bing and Ask each with 3% are located.

Normality Test of Data

Before to test hypotheses, the normal distribution test of data must be done. This will help the researcher to choose the appropriate statistical test to test the hypotheses. For this purpose, the Kolmogorov-Smirnov test, to determine the type of data distribution is used. The amount of significance level for all data related to eight variables in terms of the amount of α, is more than .05.On the other hand the critical values (Z) obtained for the Kolmogorov-Smirnov test, is less than the critical value in the table (1.96).So in the 95% significance level, there is no strong evidence to reject the hypothesis of normality of the data, so the data of every eight variables followed a normal distribution. Therefore, the using of parametric tests and structural equation in this study is possible.

Table 2: Kolmogorov-Smirnov Test for Normality of the Data.

	Ea	**Pe**	**Br**	**Tr**	**On**	**Be**	**Re**	**Sa**	**Ri**
N	458	458	458	458	458	458	458	458	458
Mean	3.42	3.54	3.65	3.81	3.84	3.73	3.66	3.75	3.49
Std. Deviation	.60	.54	.56	.54	.63	.64	.44	.53	.58
Absolute	.12	.06	.05	.04	.06	.06	.03	.09	.07
Positive	.12	.06	.04	.04	.06	.06	.03	.06	.07
Negative	-.10	-.06	-.05	-.04	-.06	-.06	-.03	-.09	-.07
Kolmogorov-Smirnov Statistic (Z)	.12	1.45	1.38	1.46	1.80	1.86	1.54	1.33	1.15
Sig	.06	.06	.07	.06	.07	.07	.07	.05	.08

Hypotheses testing with structural equation modeling

Structural equation model is a very strong multivariate analysis from multivariate regression family which in addition to more specifically developed to the general linear model allows the researcher to examine a set of regression equations simultaneously. Therefore, in this study to confirm or refute the hypothesis were used of Structural equation model and especially path analysis. Path analysis (structural model) is a technique that shows the relationship between the research variables (independent, intermediate and dependent) simultaneously. In summary, to identify the effects of the variables presented in the conceptual model and to test proposed hypotheses path analysis were used. But the main question raised is whether this model is a good model? To answer this question we must statistic $\chi 2/df$ and other appropriate measures being examined for model fitting. According to LISREL output, calculated value of $\chi 2$ /df is equal to 2.82. The low amount of $\chi 2/df$ is represent a good fit of the model. Because, if this index

be lower, the proposed model is a better model. The following results were obtained from the output of LISREL software: RMSE is equal to 0.037, GFI is equal to 0.96, CFI and NFI are equal to 0.95, P-Value is equal to 0.000 which shows the model is a good model. In the following, analysis results of structural model in a state of the standard estimates and significant coefficients will be discussed. In the first hypothesis, the value of calculated path coefficient in the relationship between Brand reputation and ease of use shows that the Brand reputation could be to increase the ease of use of brands. This value was 0.61. Because a significant amount of this relationship is equal to 2.55, the first hypothesis of the study is confirmed. On the other hand, the value of calculated path coefficient on the impact of Brand reputation on ease of use is equal to 0.53.That given that a significant amount of this relationship is equal to 2.46; second hypothesis of the study is confirmed. About a third hypothesis, the t-statistic for variable of perceived usefulness on ease of use is 95 percent, which has positive and significant impact. It means that there are the more positive perceptions about the usefulness of the search engines with the more and better ability to use the Internet and search engines. Therefore, this hypothesis is confirmed. The fourth hypothesis, reflecting the positive effect on perceived usefulness on online brand experience. The obtained path coefficient is equal to 0.68 and positive. Since the amount of t=2.89 show the significance of this relationship, so the hypothesis is confirmed. Due to the high impact coefficient of this variable, might be said that usefulness and positive benefits of using search engines by the user, has desirable experience for him. In fifth hypothesis should be said, according to the amount of path coefficient 0.57 and confirming its significance (t=2.82); Trust has a positive and direct effect on online brand experience. So no matter how users feel more confident with the brand into a specified search engine, as well as a more positive experience in this respect will be earned. Sixth hypothesis has evaluated adverse impact of risks in a virtual environment on user trust in the use of search engines. Obtained negative path coefficient (-0.55), confirmed this relationship. About seventh hypothesis of this study also should be said, the amount of calculated path coefficient is positive and is equal to 0.59 that shows direct impact of online brand experience on user satisfaction. Since the amount of significance of this relationship is equal to 2.45 and has been calculated bigger than 2, so also above hypothesis is accepted. In other words, if the users spent better time with search engines, they will have higher satisfaction. Eight research hypotheses, examines the impact of online brand experience on the behavioral tendencies. According to statistics t=2.76, the variable of online brand experience has a positive and significant effects on behavioral tendencies at 95% level. And the relationship between these two variables is linear and direct; means that with positive experiences of the online brand that evokes by users, will increase the desire and intention to use the brand, among them. Therefore, this hypothesis is confirmed. About ninth hypothesis of research, calculated path coefficient value of correlation between behavioral tendencies and the relation to online brand shows that behavioral tendencies can lead to an increase in customer relationships with brands. This amount of was calculated 0.48. And because a significant amount of this relationship is equal to 2.66, above hypothesis is confirmed. Finally, the tenth and last hypothesis of this study focuses on the effectiveness of satisfaction on relationship with online brand. Test results of path analysis show that calculated coefficient is equal to 0.45 and positive. Because a significant amount of this relationship is equal to 2.58, the last hypothesis of this research is confirmed.

Table 3: Results of the study hypothesis testing.

	Hypotheses	Path coefficient	T-statistics	Significance level	Hypothesis test result
1	Brand reputation to ease of use	.61	2.55	.000	Confirmed
2	Brand reputation to trust	.53	2.46	.000	Confirmed
3	Ease of use to perceived usefulness	.64	2.29	.000	Confirmed
4	Perceived usefulness to brand experience	.68	2.89	.000	Confirmed
5	Trust to brand experience	.57	2.82	.000	Confirmed
6	Risks to trust	-.55	-2.57	.000	Confirmed
7	Brand experience to satisfaction	.59	2.45	.000	Confirmed
8	Brand experience to behavioural tendencies	.70	2.76	.000	Confirmed
9	Behavioural tendencies to relation with brand	.48	2.66	.000	Confirmed
10	Satisfaction to the relationship with brand	.45	2.58	.000	Confirmed

Discussion and conclusion

Despite considerable progress in the cognition and experiencing online brands, the problem of multiplicity and diversity of its requirements and the consequences of its experiencing in various fields remain as a key research challenges. This study helps in several ways to the development of literature about accepting online brands. First, the model of research adds on existing knowledge about the online Brand experiencing and emotional reaction to it, that makes a permanent relationship with the brand. Second, the brand reputation introduce as an important factor in the trusted of the user and ease of use. Thirdly, the proposed model are combined the marketing insight and information systems with each other. In this model, instead of focusing on the Satisfaction or loyalty as a result, is emphasized on consequences of online brand experience that includes long-term emotional connection with the brand. Results are also showed that the relationship with the brand is an important outcome of online brand experience. The marketing literature has underlined that maintaining relationships customer-Brand is essential for the success of offline brand. But the evidence of this study showed that this relationship between the online environments and in relation to search engines is important. In fact, online brands showed that have remarkably similar to their offline counterparts. In order to making a powerful Brand, must be strengthened the trust and product quality with sentiment towards the brand until link customer

and brand together. Another key finding of the study is about the role of brand reputation in describing of the online brand experience. The results showed that brand reputation is an important prerequisite for online brand which have an impact on ease of use and trust, so on Satisfaction and behavioral tendencies is also indirectly affected. The model of empirical research suggests that the brand reputation is a prerequisite for trust and can reduce uncertainty, reduce risk perception and form trust. In the relationship between the brand reputation and ease of use, it seems, brand reputation decrease psychological barriers to technology adoption and impact on user perception. Previous studies tested the relationship between Reputation, trust and ease of use in the field of online shopping in the online retail brands. Interestingly, the above equations in this study and in the search engines (where the consumer experiences is narrower and the costs of interacting with Brand are lower) is also remained stable. Creating strong brands in the online environment is an important issue. Because brands of indexes are key assets in an environment of uncertain and ever-changing. So having a famous brand is an important prerequisite for success.

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