

## Evaluating Online Marketing Tools and Providing a Model to Improve Sales Performance

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### Abstract

The purpose of this study is to evaluate online marketing tools and provide a model to improve sales performance. This qualitative research is applied in terms of purpose. Subjects in qualitative research are people living in the cities of Nowshahr, Chalous, and Tonekabon, whose sample size in the qualitative section includes knowledgeable interviewees in the field of online business. The data collection tool was purposeful and MAXQDA software was used for data analysis. In a small phase, the subjects were Caspian littoral consumers in the field of online business, about 400 of whom were selected to collect data from them. The AMOS and EXCEL have been used to test the hypotheses of structural model equations, and perform Dematel analysis. The results showed that the amount of for e-

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services and electronic security was negative, which indicates the influence (disability variable) of the above factors in the conceptual model of the research. Also, the rate for electronic advertising and electronic support is more than zero, which indicates the effectiveness (cause variable) of these factors. The calculated value shows that the order of importance of the five indicators in the present research model is: 1- Electronic services 2- Electronic support 3- Electronic customer orientation 4- Electronic advertising 5- Electronic security. The results show that five indicators (e-services, e-security, e-support, e-advertising, and e-customer orientation) are components and tools of online marketing to improve sales performance.

**Keywords:** Online Marketing, Tools, Evaluation, Sales Performance, Performance Improvement.

## **Introduction**

In today's turbulent environments, companies face more unforeseen demands from customers. In such an environment, paying attention to customers and monitoring and comparing competitors' activities can be an essential factor in the success of a business unit. (Theodosiou et al., 2012).

To cope with the current market conditions, companies have to use more comprehensive strategies to make the necessary investments. Paying attention to market orientation can make organizations more prepared to face the turbulent conditions of today's market so that they can obtain the necessary information about the market (Fraj et al., 2015).

Our world is increasingly moving from the real world to the online and virtual world, so the concept of online marketing is becoming more and more serious (Barry and Gironda, 2017). Online marketing is a marketing method that uses online tools and media. The Internet can connect millions of people all over the world and define new and global target markets for you. This method is less expensive and more efficient than other methods (Cacciolattand & Lee, 2016). In today's uncertain environment, companies must constantly provide solutions to global competition and quickly meet customer demands. Many senior managers of organizations have problems due to a lack of attention to the competitive environment, a lack of accurate and codified strategy and planning to implement this strategy to deal with the situation. Only the organizations can have a sustainable competitive advantage and optimal performance in both dimensions of targeting and facing competitors that quickly meet the needs of the market and customers and also respond effectively to market opportunities and threats (Maleki and Siahsarani, 2013).

Marketing strategies are considered one of the important resources to increase the competitive advantage of a company (Murray et al., 2011). In such situations, organizations are constantly trying to strengthen their marketing strategies and respond to enhancing market demand (Day, 2011). Organizations are striving to succeed in their sales and marketing to improve performance against competitors. Although some organizations are more successful in promoting the power of their organizational resources in the whole market, most organizations try to achieve success in different organizational environments (Feyz et al., 2013).

Online marketing enables the company to more rapidly identify and meet the needs of the market and customers regarding the provision of a product or service. It is therefore an important resource for increasing competitive advantage for the organization (Phua et al., 2017). On the other hand, online marketing has made it easy for customers to shop in this busy society. Instead of spending hours on the streets finding their favorite product, customers browse their favorite websites to select and purchase the product (Subramanian et al., 2010). Numerous research findings show that marketing capabilities are a good tool for applying product-market strategy and lead to better market performance (Vorhies et al., 2009). Market orientation is also one of the important factors that affect the performance and survival of the organization in today's competitive market (Feyz et al., 2013). Market orientation is an organizational culture that, with maximum efficiency and effectiveness, provides the necessary behaviors to create superior value for customers and, consequently, continuous superior performance for the business (Kanibir et al., 2014). Achieving excellent performance for an organization depends on creating a sustainable competitive advantage and delivering sustainable premium value to customers. It persuades the organization to create and maintain a kind of customer-oriented organizational culture (Sundar et al., 2013).

Today, new technological systems are used to improve sales performance; this process has created significant changes in the direction of sales operations and requires a new management structure of a systematic type (Ohiomah et al., 2019).

To increase sales in the digital environment, the type of interpersonal communication has changed; therefore, the content of the relationship dimensions should be changed based on the structure (Aldosiri et al., 2016). Because in this environment, the characteristics of the customer and the vendor have changed innovatively due to the social environment and have different strengths and weaknesses, including the analysis of the messages of the parties in the seller-buyer interactions, which in the digital environment, it should be such that both have the same perception; and this process definitely depends on how the sales process is designed to improve sales performance (Che et al., 2019).

On the other hand, identifying behavioral values as well as customers' knowledge is noteworthy, which must be consistent with

the knowledge of the sales department to improve the performance of the sales unit (Jong and Neme, 2017). Customer focus is essential and part of sales, which has a significant impact on motivating the organization to sell and also motivate the customer to buy (Itani et al., 2019). Therefore, to achieve these conditions, the organization needs appropriate sales environments. Due to competition between organizations, sales environments are becoming more complex. Also, the stress is increasing in the workplace for providing sales services. Therefore, organizations must use technologies appropriate to their different conditions to maximize the impact of sales on the organization (Singh et al., 2016).

Given the above, it can be acknowledged that online shops are stores that sell the product from their own inventory to their customers, or if they do not maintain inventory, they have information over the inventory of suppliers and manage it themselves. The most well-known website in this field is Amazon. There are many shops in this field in Iran. Among these online stores, DigiKala is the best in terms of reputation and credibility of all Iranian sites that belong to the category of B2C stores. Also, Bamilo and Zambil online stores are among the prominent and reputable stores in the country. This type of virtual activity exists in virtual markets and with a different function from traditional conditions in any environment, and due to the expansion of online stores in the country, managers of these companies are always looking for ways to improve performance and maintain their market share. They benefit from different marketing and sales processes and need to identify the potential and actual demand of their customers. The main question that arises in this regard is: How is the examination of the components of online marketing on sales performance using structural equation modeling in online stores?

### **Literature Review**

According to the available information sources and studies conducted by the researchers of this study, so far no comprehensive research has been conducted on evaluating online marketing tools and providing a model to improve sales performance. Accordingly, due to the gap in research related to online marketing in the field of marketing literature, the distinguishing and enriching aspect of this research in comparison with previous studies is the focus on contextual,

intervening, and causal factors with the effectiveness of strategies to achieve a new and indigenous model of online marketing and improve sales performance.

**Table1. Overview of studies on research variables**

No.	researchers	
1	Zhang et al. (2020)	The results showed that social interaction has a positive effect on sales performance and this relationship is mediated by the centrality of the community members' network. The authors also found that the level of third-party certification of e-vendors represented by community members has a positive effect on members' social interactions at the core of their network.
2	Itani et al. (2019)	The results show that customer-centric salespeople express their customer care by listening, and this helps them to adapt their sales behaviors to the needs of customers.
3	Blessing & Natter (2019)	The results show that buyers are full of mystery and not good people for real customers. While real mystery assessments are not about sales, our findings confirm a direct relationship between measuring customer satisfaction and sales results.
4	Groza & Groza (2018)	The results show that regulatory knowledge has a positive relationship with sales performance and customer orientation and industry regulatory turmoil reinforce this relationship.
5	Jang & Nemeah (2017)	This study shows that the inter-enterprise information system as a sales force control system can facilitate the identification and acquisition of foreign product knowledge and enable a company to achieve superior performance.
6	Groza et al. (2016)	The results confirm that a case thinking style has a positive effect on creative sales, and ambiguity of role and organizational knowledge are important backgrounds in creative sales. More importantly, the analysis confirms that industry and organizational knowledge moderate the relationship between creative sales performance and sales.
7	Lagat & Frankwick (2017)	The results showed that the implementation of marketing strategy positively and effectively modulates the effect of marketing capabilities on market performance and financial performance.
8	Garcia et al. (2018)	The results suggest that the experience while staying in a hotel, in contrast to the experience of the online shopping process, affects brand equity. Nevertheless,

No.	researchers	
		the online experience has a significant impact on the hotel stay experience.
9	Wu et al. (2018)	The results of this study guide the managers in choosing the right professional sales method. To facilitate this, we graphically show the difference between the regular profit and the strategic size of the market based on the two dimensions under different methods.
10	De Pelsmacker et al. (2018)	Digital marketing methods affect the volume and capacity of online studies and directly affect hotel performance.
11	Labanauskaitė et al. (2020)	The findings show that the online marketing tools used in the Lithuanian tourism industry are effective, although there are strategies that are not fully operational or not at all practical.
12	Yazdani et al. (2017)	The results showed that the factors affecting marketing success are divided into five main categories, each of which has its own sub-criteria. 1. Marketing strategy, 2. International factors related to distribution channels, 3. Factors related to customers, 4. Internal factors and marketing research, and 5. Factors related to website design are the main factors respectively, in terms of importance in the internet marketing success of export companies in Iran.
13	Taleghani and Mehdizadeh (2016)	Marketing capabilities have a significant positive effect on the performance of companies and e-marketing moderates the impact of marketing capabilities on performance.
14	Doaee and Bigham (2015)	It is not possible to implement the use of the Internet in customer-related activities, activities related to channels, and activities related to marketing research in the handmade carpet market of Fars province, and conditions are unfavorable.
15	Manian and Ronaghi (2015)	Based on the findings, it was found that the codes of marketing strategies, Internet and e-commerce, business strategies, and online consumer behavior are the most important. Finally, following the research steps, the final framework for implementing Internet marketing was presented.

Online marketing tools in the online store environment, as a direct online connection and a channel between the organization and the target audience. The online marketing tools (four P product, price, place, and promotion) that companies produce to carry out their

marketing activities were identified in these studies. Research by Labanauskaitė et al. (2020) and Štefko et al. (2015) focuses on online marketing tools including websites, social networks, search engines, information terminals, reservation systems, newsletters, movies, forums, mobile apps, blog-related information websites, microsites, Forums, newsletters, wikis, online publication, live chat, mobile apps and also their role in online marketing are mentioned.

### **Method**

This applied research is a descriptive-survey method in terms of how to collect information. Due to the limited research done in the field of viral marketing modeling, in this research, to form the initial model, by reviewing the research literature, the effective components of online marketing tools and presenting a model to improve sales performance were extracted and then using the Grounded Theory method, based on the opinion of experts, it was adapted to the studied industry (online marketing industry). Since the main criterion for sampling in qualitative research is quality, not quantity, a purposeful sampling method is recommended for sampling and the condition for sampling is to achieve theoretical saturation. 15 interviews were conducted. The coding was done using MAXQDA software.

In the quantity phase, the subjects were Caspian littoral consumers in the field of online business. Using the cluster random sampling method and according to the Caspian Sea map and the division of universities, this region is divided into 3 categories, which are: Azad Universities, Applied Sciences, and Medical Sciences. 400 questionnaires to collect data were distributed online using Google Docs and through social networks. AMOS and EXCEL have been used to test the hypotheses of structural model equations, and perform Dematel analysis.

### **Research Findings**

Qualitative content analysis has been used to extract the evaluation components of online marketing strategies. In the content analysis of the present study, both explicit and implicit content analysis methods were used; In other words, in some cases, implicit was also interpreted in the data. In general, the following steps were performed in applying the content analysis method:

- Implementing the interviews: The recorded interviews were

implemented in the form of Word software.

- Data Summary: The findings of each interview were formulated and coded in the form of Max QDA software tables.

- Data classification: The findings of each interview were placed in a separate table. The general table for the codes assigned to the concepts was also completed. The information extracted from the interviews from the perspective of evaluation factors of online marketing strategies consists of 106 sentences, 106 open sources, 23 central codes, and 5 selected codes.

**Table 2: Identification of viral marketing components inferred from interview coding (Authors design)**

Row	Sentence	Open source	Axial code	Selected code
1	The site has low costs.	Low cost	Internet services	Electronic Services
2	Site service is free.	free services		
3	The site will refund them if the customer is not satisfied with the service.	Refund		
4	Sufficient information about the product is available on the site.	enough information		
5	The site informs all its new information and news to its customers.	Providing new information		
6	I have full confidence in the services of this site	the trust	Customer trust	Electronic security
7	This site gained my trust in the first purchase (using the site services)	The first trust		
8	The site fulfills all its promises in return for its services	High commitment		
9	I do not worry about buying services from this site.	peace of mind		
10	I trust the usefulness of the services of this	Being useful		

Row	Sentence	Open source	Axial code	Selected code
	site			
11	I trust the information provided by the site	useful information		
12	I trust the prices offered by the site	The proper price		
13	I have a special mental interest in this site.	Mental interest		
14	When I buy from the services of this site, I am confident that I have purchased quality services	Quality service		
15	The ads made by the site have been very appropriate in all areas.	Appropriate ads		
16	The required information has been transmitted to me through site ads.	Applied advertising		
17	The ads made by the site have made me feel good.	A sense of well-being	Internet advertisement	Electronic advertising
18	The ads on the site were good and did not bother me.	Harmless ads		
19	The site ads are of very good quality.	Optimal quality of advertising		
20	The discounts on this site are unique.	Discount		
21	This site offers good festivals.	Festival	Samples and free services	Electronic Services
22	Offers interesting free products and services.	Free products and services		
23	Samples and offers interesting prizes.	Samples and Awards		
24	The site brand is emotional.	Emotional brand		
25	The site has a huge impact on my emotions.	Stimulate emotions	Customer experience	Electronic customer orientation

Row	Sentence	Open source	Axial code	Selected code
26	The environment of the site is pleasant for me.	The attractiveness of the site		
27	I feel intimate in the site environment.	User-Friendly environment in site		
28	I build a constructive and appropriate relationship with the staff.	Constructive communication with employees		
29	I'm interested in the site.	Interest in the site		
30	Site services arouse my curiosity.	Curiosity		
31	The site enhances my knowledge and understanding of financial matters.	Increasing financial knowledge		
32	My site services make me want to share my experience with others.	Experience sharing		
33	When I use the site services, I like to express my suggestions and opinions.	Providing user feedback		
34	I think about it when I come across the site.	User reflection		
35	I have strong feelings and emotions towards the site.	Sense of interest		
36	Detailed product information can be evaluated at any time from this site.	Accurate information	Electronic security	Electronic security
37	You can be sure of the quality of the goods on this site.	Product quality		
38	The quality of the goods on this site can be assured of the	The authenticity of the goods		

Row	Sentence	Open source	Axial code	Selected code
	accuracy of the goods			
39	A wide range of quality products can be seen on this site.	Wide range of products		
40	By purchasing from this site, you can be sure of the authenticity of the product.	The originality of the product		
41	Information about each product is provided on this site.	Information about each product		
42	This site can reach a wide range.	Wide range		
43	After the purchase, you can enjoy the support of this site regarding the problems related to the purchased product.	Support for product related issues		
44	On this site, customers also support each other regarding problems.	Customer support for each other	Perceived support	Electronic support
45	I trust this site as a customer sponsor.	Customer sponsor		
46	The different opinions of buyers on this site make me not find myself alone.	Buyers support each other		
47	The information collected from this site is free of any risk	Low information risk		
48	This site is safe from any hacking and cyber-attacks in terms of information security.	Safe from hacking and cyber-attacks and viruses	Security	Electronic security
49	Information from this site has been	Reliable sources		

Row	Sentence	Open source	Axial code	Selected code
	extracted from reliable sources.			
50	This site is trusted.	the trust		
51	This site, as a reputable online sales company, has a high level of security.	high security		
52	The goods of this site have a suitable guarantee.	Warranty confirmation		
53	This site always provides accurate descriptions of services and goods.	Complete explanations		
54	This site provides complete information.	Complete Information	Clear information	
55	The messages on this site are clearly understood.	Message resolution		
56	The right services on this site have made us introduce this site to others.	The right service	Consumer dependence	Electronic customer orientation
57	This site has satisfied me so much that I am willing to share the information with others.	Information sharing		
58	On this site, communications are controlled.	Controlled communication	Communication control	Electronic support
59	Frequent messages leading to information traffic will not be sent from this site.	Information traffic		
60	This site is a useful marketing tool for brand awareness.	Awareness of brands	Abundant usefulness	Electronic customer orientation
61	Information about each product is provided on this site.	Information evaluation	High effectiveness	Electronic support

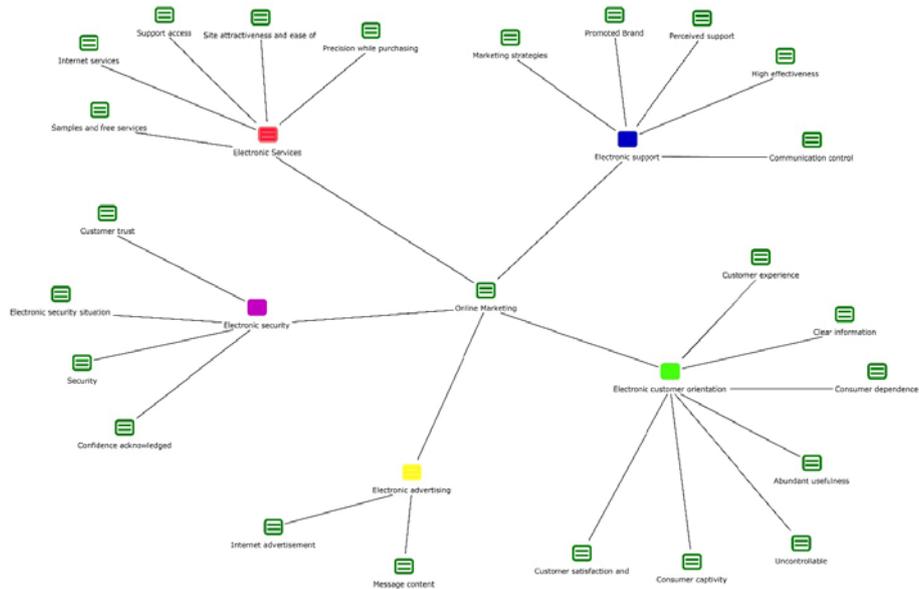
Row	Sentence	Open source	Axial code	Selected code
62	This site can reach a wide range.	Saving time		
63	After the purchase, you can enjoy the support of this site regarding the problems related to the purchased product.	Affordable		
64	On this site, customers also support each other regarding problems.	Wide range of products		
65	I trust this site as a customer sponsor.	enjoyment		
66	The different opinions of buyers on this site make me not find myself alone.	Providing relevant information		
67	The information collected from this site is free of any risk	Ability to access information	Support access	Electronic Services
68	This site is safe from any hacking and cyber-attacks in terms of information security.	Rapid dissemination of information		
69	Information from this site has been extracted from reliable sources.	No geographical boundaries		
70	This site is trusted.	easy access		
71	This site, as a reputable online sales company, has a high level of security.	Broad picture of products		
72	The goods of this site have a suitable guarantee.	Comparing goods		
73	This site always provides accurate	Comparing brands		

Row	Sentence	Open source	Axial code	Selected code
	descriptions of services and goods.			
74	This site provides complete information.	In-purchase support		
75	The messages on this site are clearly understood.	View details		
76	The right services on this site have made us introduce this site to others.	See user comments		
77	This site has satisfied me so much that I am willing to share the information with others.	Participation		
78	On this site, communications are controlled.	Virus-free		
79	Frequent messages leading to information traffic will not be sent from this site.	Reliable sources	Confidence acknowledged	Electronic security
80	This site is a useful marketing tool for brand awareness.	trustworthy		
81	The information that is downloaded is virus-free.	Free of viruses		
82	It provides sufficient information to the consumer	Adequate information	Message content	Electronic advertising
83	The message is clearly understood by the consumer	Message resolution		
84	Consumer communication is uncontrollable	Uncontrolled consumer communication	Uncontrollable	Electronic customer orientation
85	Frequent messaging can lead to a large number of inbox messages	Frequent message		

Row	Sentence	Open source	Axial code	Selected code
86	People share information when they are motivated	Sharing information despite motivation	Consumer captivity	
87	Viral marketing is only effective when customers share it	Subscription		
88	Viral marketing is a useful marketing tool for brand awareness	Brand Awareness	Promoted Brand	
89	Usually, this style makes us a leader in the market compared to others.	Being ahead of others		
90	Using the direct marketing activities of a particular retailer on the Internet (such as direct email of product information to me) leads to my decision to shop online.	Direct marketing activities	Marketing strategies	Electronic support
91	Having promotional activities and promoting sales in online shopping by an online seller (such as discounts, promotions, etc.) is the reason for my decision to buy online.	Discounts, prizes		
92	The branding of the products offered in an online store in particular makes me decide to buy online.	online shopping		
93	TV or radio commercials about online stores make me decide to shop online.	TV or radio commercials		

Row	Sentence	Open source	Axial code	Selected code
94	The various product packages in the online store make me decide to buy online.	Diverse product packages		
95	I usually repeat the purchase on this site	Repeat purchases	Customer satisfaction and loyalty	Electronic customer orientation
96	This site meets my needs beyond expectations.	beyond expectation		
97	After purchasing, I recommend this site to others.	Purchase recommendation		
98	Usually on this site payment is after delivery of goods.	Payment after delivery		
99	I am loyal to this site.	Customer loyalty		
100	The site environment is attractive to me.	Attractiveness	Site attractiveness and ease of access	Electronic Services
101	Access to this site is easy for me.	easy access		
102	Shopping is easy for me.	Convenient shopping		
103	The design of the site is such that it is interesting and easy to refer to	Interesting site design	Precision while purchasing	
104	Buying from the site is carefree for me.	Carefree shopping		
105	Shopping from the site gives me a good feeling.	Optimal feeling		
106	The care is great when shopping.	Careful purchase		

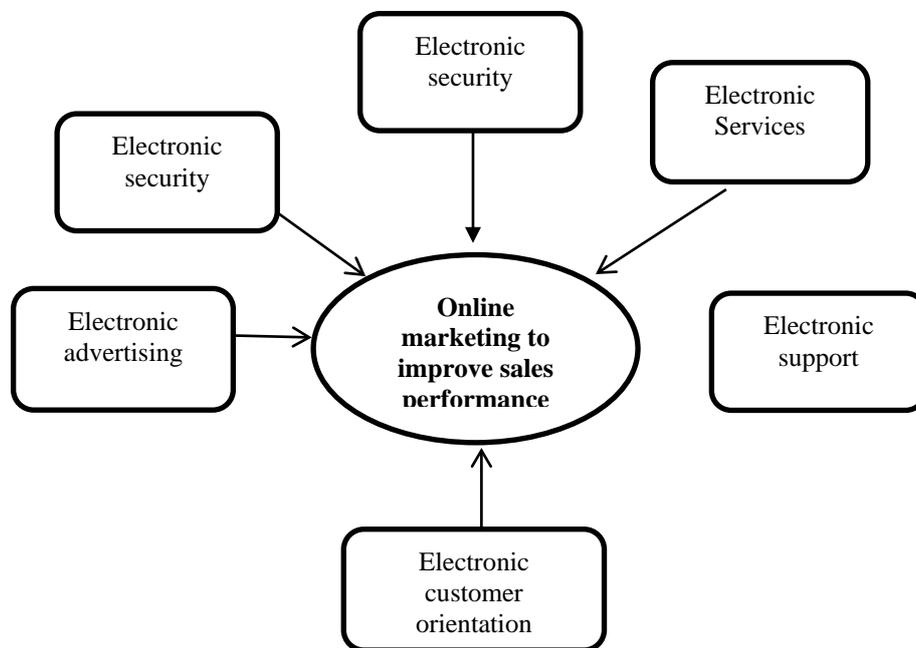
The output of MAXQDA software is shown in Figure (1):



**Figure 1: Network of components of online marketing evaluation**

Indicators and factors affecting the evaluation of online marketing strategies can be categorized as follows. To categorize concepts, higher levels are classified as categories and lower-level concepts are classified as subcategories.

The method of describing the subcategories forms the categories. The open codes identified through the interview are 108, which were classified into 106 open codes, 23 core codes, and 5 selected codes due to their semantic affinity and dependence.



**Figure 1: The final model of online marketing tools to improve sales performance (Source: Research Findings)**

**A descriptive study of model factors and components**

In this section, the factors and components of the model were examined. Table (3) presents the minimum value, maximum value, mean, standard deviation, and significance level for each variable.

**Table (3) Descriptive study of research factors and components**

Variable	Freq	The lowest amount	The maximum amount	Mean	The standard deviation	Skewness	kurtosis	Significance level of t test
Electronic Services	400	1	5	3.57	0.54	-0.831	1.679	0.000
Internet services	400	1	5	3.71	0.69	-0.964	1.702	0.000
Samples and free services	400	1	5	3.51	0.83	-0.706	0.564	0.000
Backup access	400	1	5	3.61	0.65	-0.428	0.723	0.000
Site attractiveness and ease of access	400	1	5	3.44	0.76	-0.245	0.250	0.000
Electronic	400	1	5	3.69	0.47	-.623	0.771	0.000

Variable	Freq	The lowest amount	The maximum amount	Mean	The standard deviation	Skewness	kurtosis	Significance level of t test
security								
Customer trust	400	1	5	3.59	0.73	-0.778	0.524	0.000
Claimed guarantee	400	1	5	3.51	0.822	0.299	-0.593	0.000
Security	400	1	5	3.82	0.91	-0.740	-0.272	0.000
Confidence acknowledged	400	1	5	3.83	0.76	-0.337	0.079	0.000
Electronic advertising	400	1	5	3.73	0.67	-0.796	0.269	0.000
Internet advertisement	400	1	5	3.65	1.01	-1.048	0.94	0.000
Message content	400	1	5	3.80	0.79	-0.609	0.882	0.000
Electronic customer-orientation	400	1	5	3.74	0.59	-0.963	0.966	0.000
Customer experience	400	1	5	3.87	0.54	0.589	1.047	0.000
Clear information	400	1	5	3.85	1.02	-0.812	0.195	0.000
Consumer dependence	400	1	5	3.72	1.03	-0.552	-0.609	0.000
Abundant usefulness	400	1	5	4.02	1.11	-1.039	0.293	0.000
Uncontrollable	400	1	5	3.59	0.74	-0.186	0.070	0.000
Customer satisfaction and loyalty	400	1	5	3.40	0.80	-0.234	-0.102	0.000
Electronic support	400	1	5	3.68	0.550	-0.566	0.370	0.000
Perceived support	400	1	5	3.63	0.73	0.518	-0.635	0.000
Communication control	400	1	5	3.81	1.02	-0.687	-0.145	0.000
Excellent effectiveness	400	1	5	3.73	0.71	-0.282	-0.044	0.000
Advanced brand	400	1	5	3.65	1.01	-0.654	0.014	0.000
Online salesperson marketing strategies	400	1	5	3.60	0.74	-0.570	0.793	0.000

Table (3) shows the descriptive information (mean, standard deviation, skewness and kurtosis) of the factors and components of the model. According to the significance level of 0.05, the obtained data are calculated in inferential statistical analysis. Therefore, the conceptual model of the research was designed according to Figure (2).

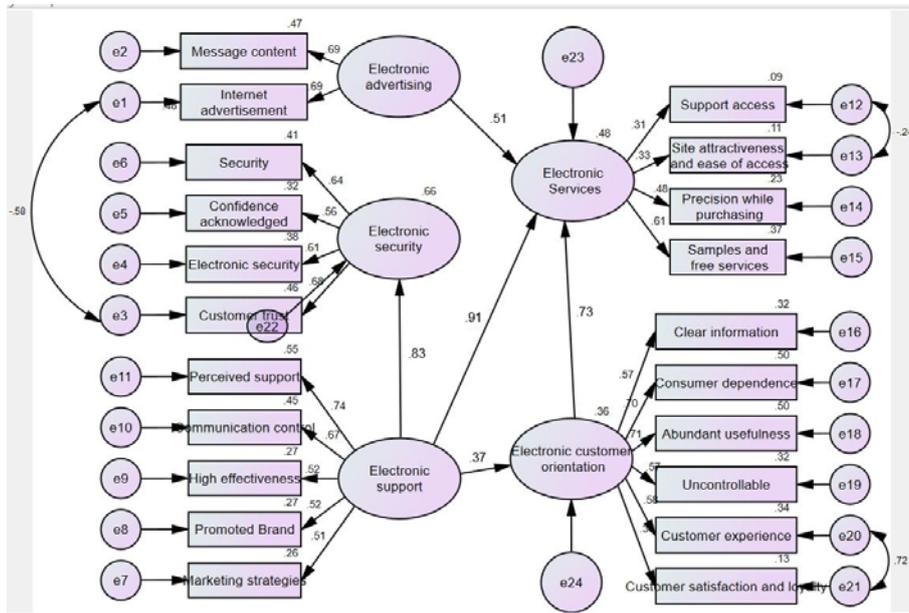


Figure (2) Research model (based on standard coefficients)

For statistically fitness of the obtained model of the research in Figure (2), the structural equation model in Amos software has been used, and using the obtained information, the research hypotheses of the Caspian littoral consumers in the field of online business were assigned and tested.

Table (3) Results of testing the main hypotheses of the research

Hypotheses	Description of the hypothesis	Standard coefficient	Sig	Significance level	Status
H1	Electronic support affects electronic services.	0.910	25.874	0.000	Confirmation
H2	Electronic support	0.369	7.410	0.000	Confirmation

Hypotheses	Description of the hypothesis	Standard coefficient	Sig	Significance level	Status
	affects electronic customer orientation.				
H3	Electronic support affects electronic security.	0.830	23.639	0.000	Confirmation
H4	Electronic customer orientation affects electronic services.	0.730	19.832	0.000	Confirmation
H5	Electronic advertising affects electronic services.	0.510	12.231	0.000	Confirmation

### Conclusion

The online stores were of the statistical population studied in the present study, because different groups of goods such as digital goods, home appliances, personal appliances, culture and art, and sports and entertainment are offered in a unique variety in these online stores. These stores, having a major share of the online supply market of goods in Iran with a very high variety of different brands, accompany the customers in the purchase process and do their best to maintain a neutral position among them. Recently, due to the expansion of online stores in the country, providing the best performance in the field of marketing has become the main concern of online store managers. These managers try to achieve superior performance by using different techniques, and in this regard, online marketing tools are one of the effective factors in achieving competitive advantage and superior performance for them.

According to the qualitative findings of the research, the components were identified. Five indicators (e-services, e-security, e-support, e-advertising, and e-customer orientation) are components of online marketing tools to improve sales performance which each has its sub-components, which are mentioned below:

Electronic or Internet services include components (low cost, backup access, free services, refunds, sufficient information, presentation of new information, ability to access information, rapid dissemination of information, no geographical boundaries, easy access, wide view of products, comparison of goods, comparing brands, support in shopping, view details, observing user reviews, samples, and free services, the attractiveness of website, accuracy in

shopping and ease of access, discounts, festivals, free products and services, samples and prizes, attractiveness, easy access, convenience in shopping, interesting site design, carefree shopping, good sense, shopping accuracy).

The results of this study are consistent with the research of Labanauskaitė et al. (2020), Manian and Ronaghi (2015), and Štefko et al. (2015).

Electronic Security (e-Trust, Recognized Assurance, Claimed Guarantee) includes components of Trust, First Trust, High Commitment, Peace of Mind, Usefulness, Useful Information, Reasonable Price, Subjective Interest and Quality Services, Low Information Risk, Safety from being hacked, and attacked by viruses, reliable sources, high security, warranty approval, participation, virus-free, reliable sources, trustworthy, accurate information, product quality, product accuracy, a wide range of products, the originality of the product and information related to each product. The results of this study are consistent with the research of Fayezi and Norouzi (2015), Azizi and Bashaq (2012), Kariznoei et al. (2015), Faqih (2016), Sunji et al. (2019), Petit et al. (2019), Wu et al. (2018), and Algohari (2012).

Electronic advertising (message content) includes components of appropriate advertising, practical advertising, pleasant feeling, harmless advertising and the desired quality of advertising, sufficient information, and message clarity). The results of this study are consistent with the research of Labanauskaitė et al. (2020), and Kashiap et al. (2018).

Electronic customer orientation (customer experience, clarity of information, consumer dependence, high utility, uncontrollability, satisfaction, and loyalty) including components (emotional brand, emotion stimulation, site attractiveness, intimate site environment, constructive relationship with employees, interest in the site, curiosity, increasing financial knowledge, experience sharing, user feedback, user reflection and interest, complete information, message clarity, correct service, information sharing, brand awareness, uncontrollable consumer communication, frequent messaging, Information sharing despite motivation, repeating the purchase, buying exceeding expectations of advice, payment after delivery, and customer loyalty. The results of this study are consistent with the research of Nikookar et al. (2009), Manian et al. (2015), and Saeedi et al. (2011).

E-Support: (Perceived Support, Communication Control, High

Effectiveness, Promoted Brand, Online Salesperson Marketing Strategies) includes components of a wide range, support for product-related issues, customer support for each other, customer support and buyers support each other, controlled communications, information traffic, information evaluation, time-saving, cost-effective, product range, fun, relevant information presentation, brand awareness, leadership, direct marketing activities, discounts awards, online shopping, TV or radio commercials, and various product packages. The results of this study are consistent with the research of Manian et al. (2015), and Saeedi et al. (2011).

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