

Impact Of Attributes Of Website On Consumer Purchase Behavior

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Abstract

Internet nowadays is no less important than air for human existence. The present research is therefore an attempt to find the answers to several questions like whether enhancing functioning of the website by conveniently locating the desired service with appropriate interactivity will have positive impact on online purchase behavior. Factors promoting credibility and integrity will have positive impact on online purchase behavior and whether Visual appeal of the website will have a positive impact on online purchase behavior. The research is conclusive. Several hypotheses have been used to establish the relationship. In this study, the dependent variable is purchase behavior which relies on various attributes of the website such as Visual appeal of the website, functionality factors, and psychological factors.

Key words: Website, Consumer, Behavior, Visual Appeal

1. Introduction

The internet has become an integral part of human life as it has opened the whole universe in the lap of the consumers. Now with the internet, people can communicate to any one irrespective of the location, doing the bank work without visiting the bank, shopping without visiting the shop (Leu et al., 2004). Brown and Duguid, 2017 stressed the significance in their research in 2017 and stated that with internet, the online shopping has become very popular and widespread. People from villages along with people from urban areas both are making the many use of internet. A very similar results have been shown in the researches of Cai, Fan & Du, 2017; Park & Lee 2011. The emphasized that the ICT (Information and communication technology) has developed very rapidly in the recent days resulting into its use in all the aspects of the life of an individual as for example in the banking services, trade, entertainment etc. Blažun Vošner, Bobek, Kokol & Javornik Krečič, 2016 states that internet resulted in massive

exchanges taking place online. Web has developed, as system for sharing data, yet in addition as a valuable promoting instrument to fill in as a stage for residential and worldwide exchanges (Lim, Osman, Salahuddin, Romle and Abdullah, 2016). India is right now second to China regarding internet client. The number is walloping more than 430 million. Internet clients in India are required to increment to about 635.8 million by 2021. Anyway India keeps on slacking peer nations with regards to internet infiltration which leaves a noteworthy extension for development. In any case, steps like demonetization, GST and advanced administration keep on going about as tailwinds, empowering the improvement and appropriation of the computerized economy system. In the present paper we have three hypothesizes where in purchase behavior is the dependent variable which relies on various Website Attributes dimensions such as Visual appeal of the website, functionality factors, and psychological factors. All the variables were adopted from previous studies.

Table 1 Details of items adopted

Construct	Item	Item description	Source
Visual appeal	V1	The layout of this website is attractive	van der Heijden, Verhagen, and Creemers 2005
	V2	The colors on the website are attractive	van der Heijden, Verhagen, and Creemers 2005
	V3	The design of this website is eye-catching	van der Heijden, Verhagen, and Creemers 2005
Functionality	F1	Navigation on this website is simple and accurate.	Skadberg and Kimmel 2004
	F2	I shop online as I can shop in privacy of home.	Forsythe et al. (2006), Karayanni (2003)
	F3	The e-retailer responded quickly to my complaint.	John R. Rossiter (2007)
	F4	I can interact with the website in order to get the information tailored to my specific needs. interactivity	Park J and Kim J (2000)
Psychological	P1	I purchase online only when I can return the product without any frills or strings attached	Lewis (2006)
	P2	The thought that a stranger could damage my reputation by using my personal information scares me.	Hille, Walsh & Cleveland, 2015

Functionality factors

Variables which have been taken up to represent Functionality are Navigation, Convenience, Customer service and Interactivity

H1: Factors enhancing functioning of the website by conveniently locating the desired service with appropriate interactivity will have positive impact on online purchase behavior.

Psychological factors

Web sites showing integrity and credibility will help in persuading customers to interact online. The variables taken up for this are Return policy and Fear of identity theft.

H2: Factors promoting credibility and integrity will have positive impact on online purchase behaviour

Visual appeal

H3: Visual appeal of the website will have a positive impact on online purchase behaviour.

2. Methodology

The population for the study was young people (18-25 years) using internet in Greater Noida in India. The sample for the study was drawn from students studying in various colleges in the area mentioned above. The unit chosen for sampling must not be younger than 18 years and older than 25 years. Almost 400 questionnaires were distributed to the students of the colleges in Greater Noida. Out of questionnaires distributed 290 were found to be suitable for the study. Out of 290 respondents, male and female ratio in the sample is 70 : 30. Respondents were mostly unmarried as survey was done amongst college going students in Greater Noida. As far as the educational background is concerned the 80 per cent of the respondents were pursuing graduation courses where as rest 20 % were pursuing postgraduate degree. All the respondents are active Internet users.

3. Data Analysis and results

We have the used SPSS for the analyzing the data. To analyze the elements prompting the acknowledgment of Internet banking we have determined the composite reliability

and average variance extracted (AVE). We found that the institutionalized stacking went from .671 to .914. The AVE assessments extended from .558 for Psychological variables to .743 for functionality factors. Every one of the qualities surpass 50 percent general guideline (Hair et al., 2015). Build reliability went from .714 to .973, again surpassing the standard estimation of .70, proposing satisfactory reliability.

The hypothesis of association between factors affecting buy conduct to purchase from online retail locations were tried by progressive various regression analysis. The outcomes demonstrate that Visual intrigue of the site, Functionality of the site and psychological variables contribute fundamentally and foresee 41.4% of variety in buy conduct.

The comparing ANOVA esteems for the regression model appeared in table demonstrate critical indicators of procurement conduct (F-esteem = 67.329) for the proposed model was appropriate (p value=0.000) and noteworthy at 5% level (p<.05). The coefficient rundowns appeared in table uncover the beta estimations of factors, visual appeal= 0.272, p<0.05, functionality= 0.227 p<0.05, psychology= .333 p<0.05, which have perceptible effect on buy conduct of online clients.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.414	.408	.46704

a. Predictors: (Constant), psychological, functionality, visual appeal

b. Dependent Variable: purchase behaviour

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	44.060	3	14.687	67.329	.000 ^b
Residual	62.385	286	.218		
Total	106.445	289			

a. Dependent Variable: purchase behaviour

b. Predictors: (Constant), psychological, functionality, visual appeal

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.069	.245	4.372	.000		
	Visual appeal	.248	.051	.272	4.846	.000	.648
	functionality	.203	.045	.227	4.501	.000	.809
	psychological	.316	.049	.333	6.410	.000	.759

a. Dependent Variable: purchase behaviour

4. Summarized Result and Discussion

Hypothesis	Remarks
Factors enhancing functioning of the website by conveniently locating the desired service with appropriate interactivity will have positive impact on online purchase behavior.	supported
Factors promoting credibility and integrity will have positive impact on online purchase behaviour	supported
Visual appeal of the website will have a positive impact on online purchase behaviour.	supported

All hypotheses are supported. The regression statistics show that among all the components of website attribute, the factor that impacts the purchase behavior most is psychological factor, this is evident from beta values in regression table. Other factors with beta values .272 for visual appeal and .227 for functionality have also shown considerable impact on the consumer purchase behavior.

5. Managerial implications

Comfort is one of the major impacting component administering buyer conduct in e-following. The specialist co-ops need to always advance and continue improving accommodation offered by whenever shopping from home. Non-store customers have been incredibly affected by comfort that joins non-store position. The non-store shopper's essential inspiration was to spare time, cash, and bothers related with in-store shopping. Intelligence is one more impact which supervisors need to investigate in light of the fact that virtual medium blossoms with it. Without contact and feel intelligent components add to positive client experience by diminishing vulnerability during the online exchange and the psychological discord a while later. Generally speaking it very basic to investigate different shows and make them appealing to allure clients and keep them stuck even a while later through positive experience.

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