Chapter 17
Influence of Web Attributes on Consumer Purchase Intentions

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ABSTRACT

The rise in the number of households possessing computers and the ease of internet access has led to widespread acceptance of B2C e-commerce, and has rapidly evolved into a global phenomenon. The competition among e-commerce vendors is getting intensified year by year and all of them are adopting innovative and creative approaches to attract, satisfy and retain customers. Web attributes are considered as one of the key influencers of consumer purchase intentions. With the support of existing literature, an attempt is made in this research paper to identify the list of attributes of online shopping websites that influence consumers' purchase intentions. The findings of the study are based on empirical data collected using online survey method.

INTRODUCTION

Over the years, the evolution of internet as a marketing medium has become a global phenomenon, leading to a rapid escalation of e-commerce in the past decade. The rapid growth of internet has given rise to online marketing where firms can promote and enhance images of product and services through website. Internet is changing the way consumers shop and buy goods and services. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store (Shergill & Chen, 2005). Therefore, detailed product information and

improved service attracts more and more people and as a result, customers are shifting from traditional purchase to online purchase.

Online shopping has been on rise with the advancement of mobile technology. Adoption of e-commerce by the consumers is much faster in Tier-2 cities as compared to Tier-1 cities (Prabhudesai, 2014). The mobile apps present a new way of fostering brand loyalty within customers. Almost 41 per cent of Indian e-commerce sales are from mobile as it is the most mobilized way of shopping (Vikas, 2015). India Ranks 3rd after China and Germany in terms of increasing online shopping trend, and is expected to go high in the coming years (Reddy & Jayalaxmi, 2014). The overall Indian e-commerce industry is valued at USD 17 billion, and has been growing at a compounded annual growth rate of about 35 percent per year (PTI, 2014). The key growth drivers are greater Internet penetration, rise in the number of online shoppers and an increase in per capita income. It is estimated that India will have almost 320 million online shoppers by 2020 compared with 50 million in 2015 (Maheshwari, 2016).

The major players of Indian e-commerce industry, catering myriad needs of tangible products are Amazon, Flipkart, Snapdeal, Shopclues, etc. Similarly, Bigbasket is the most popular and leading e-retail stores in groceries department, Myntra in fashion, Babyoye in baby care, Quikr in online classifieds and the list goes on (Bose, 2015). The Travel industry comprised almost 61 per cent of the total e-commerce market (Sirohi, 2015). Other categories like apparels, computer and electronics are also fueling the overall online market growth. According to a report of PTI (2014) on an average the consumers in India spend around Rs. 6,000 each annually on online purchases and is expected to rise by 67 per cent i.e. Rs.10,000 per year by next year. About 40 million consumers purchased something online in 2014 and the number is expected to grow to 65 million with better infrastructure in terms of logistics, broadband and Internet-ready devices. Consumers increasingly being educated on how to safely shop online together with improved security technology, resulted in more consumers making online purchases.

LITERATURE REVIEW

The study focuses on the website attributes which are more frequently found in the literature. This includes: website design and quality, security and privacy, reliability and trust, website popularity, accessibility, compatibility with social media, and search engine optimization of the website. In the following paragraphs, the key website attributes are elaborated.

Website Design and Quality

Website design is one of the important factors in motivating consumers for online shopping. The quality of website design is crucial for any e-store to attract the customers. Website design describes the appeal that user interface design presents to customers (Kim & Lee, 2002). According to Ranganathan and Grandon (2002), website design represents the way in which the content is arranged in the website and positively influences purchase intention. Cho and Park (2001) found that customer satisfaction in e-commerce is related to the quality of website design. Design characteristics of a web page were found to affect consumers' online buying decision. Vijayasarathy (2004); Richard and Chandra (2005) stated that website design affects online purchase intention. Technology factors comprise the quality of the website that facilitates online transactions, and considers security, privacy, and usability to be the key attributes of website quality (Schaupp & Belanger, 2005). Anand (2007) pointed out that customized

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