

## Impact of Website Attractiveness and Trustworthiness on Repeat Purchase Intention

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**Abstract:** In the modern era, there are many new business models that have developed because of the large inversion in the field of technology with overhead features. Especially the advancement of the internet has created many social and consumption trends. Recently with the global pandemic Covid-19, customer involvements with online activities have become a daily routine for many. They use every online business solution that makes their life easy in this critical situation. Web shopping is the most preferred online business model among Asian consumers. It is more substantial to clarify the factors that make a significant impact on the consumer's purchase intention in this online purchasing context. Therefore, the main objective of this study was to evaluate the impact of website attractiveness and trustworthiness on online customer purchase intention. A total of 150 individuals who have purchased goods through web shopping participated as the respondents in the sample. The study measures the impact of five independent variables; three under website attractiveness and two under web site trustworthiness, on the dependent variable repeat purchase intention. The results of the regression analysis revealed that fulfilment and integrity of the website positively relate to the customer online purchase intention, while the study could not find a statistically significant impact from the remaining three variables of the study. Researchers highlight the importance of conducting more contextual

studies in this growing yet relatively understudied area.

**Keywords:** Repeat purchase intention, Website attractiveness, Website trustworthiness

### Introduction

The world has become more and more technology oriented and one of the main driving forces is the advancement of internet which has revolutionized every aspect of human life including new form of businesses like online retailing or web shopping. The recent movement from traditional business platforms to online contexts has become a global phenomenon. In the e-commerce, web shopping is growing market segment with even larger potential for growth (Wenny, 2016). Through this novel business solution, both consumers and business parties have tried to accomplish their own goals. Usually consumers hunt their requirements at low cost while businesses are trying to reach highest profitability (Yang & Jun, 2002). In the online business world, consumer's behavior is largely distinct from longstanding bricks and mortar environment. With the revolution of intelligent consumption, consumers already armed with relevant yet updated information that has allowed them to evaluate each option comprehensively. Consumers who engage with the virtual businesses, even though there isn't any physical access to the business place have been able to enjoy the freedom of choice at

an unprecedented scale which would have been impossible in the absence of advanced information communications technology. (Thamizhvanan & Xavier, 2012).

The e-market consisted with many influential strategies that convert the traditional consumers into active buyers who accept more price premiums and make purchases frequently (Tan & Guo, 2005). The success of web retailing relies not only on its sales achievement, but also on its ability to widely deploy without geographical boundaries, lowering costs, maintaining close customer relationships as well as the potential for innovation (Ranganathan, 2002).

Further according to Ozili and Arun (2020), the unpredictable situations, social distance and other restrictions implementation due to Covid-19 pandemic around the world, has positively effected the tendency for online transactions among people.

As far as Sri Lankan context is concerned, according to digital statistical data in Sri Lanka (2019), there were more than ten 10 million internet users and 31.8 million mobile connections. There is conspicuous growth in internet penetration in Sri Lanka that stood at 47% in 2020. (Digital; Sri Lanka, 2020). At the first sight, there has an elaboration of internet usage among Sri Lankans along the past decade. Along with the expansion of social commitment, online shopping experience is really popular among every generation people without any doubt (Ayoobkhan, 2016).

When considering the estate of online shopping portion in Sri Lanka, it is evident that few large players have acquired majority of the online market. As far as customers are concerned there are getting more and more aware about the web shopping and its related features, thus presenting a market with significant growth potential (Ayoobkhan, 2016).

However it has been noted that some businesses who are already engaging in online business and struggling to manage quality web shopping experience for their consumers (Poddar, Donthu, & Wei, 2009), thus presenting a major challenge for this budding market.

Most of customers seek innovative business solutions that provided unexpected, attractive and trustworthy experience because services are untouchable and unseen (Pavlou, 2003). Their quality depends on the innovative and trustworthiness of the service. Unfortunately this is hard truth that some businesses couldn't understand, thus jeopardizing the entire industry. These less than accepted processes has created some trivial matters like frequent customer switching, complaints from dissatisfied customers, etc for the internet retailers (Ruth, Richard, Charles, & Wynnes, 2016). It has been identified that switching of existing customers to other web sites and inability and difficulty in attracting new customer due to bad word of mouth has been identifying at the most crucial (Tamuliene & Gabryte, 2014).

The main reason for online customer frustration and dissatisfaction is nullity of proper guidance for web design and poor awareness about customer preferences. The distinctive consumer relationship is based on in-depth affinity between both parties (Tamuliene & Gabryte, 2014). Even though there is several research articles which studied about this area, their results are differ from one to another. Further there are not many studies that pay attention for both observable and tangible factors that affect for online shopping decisions. Also only few have applied this to Sri Lankan context. Since the customers thinking patterns in particular and behavior in general differ through cultural differences, applying knowledge gained from west directly to local context would be

problematic and the validity of knowledge can be questioned. Hence there is a theoretical and contextual gap in this research area, which current study tries to fulfill.

### Literature Review

With the advancements of the internet, it become a space that allow individuals to engage with different parties for fulfil own desires through the available convenience features of the internet (Canzer, 2009). Along with timely updated, internet based business or e-commerce have spread around the world and many giant business transfer to e-commerce sector due its unique and lucrative competencies (Melão, 2008).

As the heart of the today's business, e-commerce offers exclusive ways of interactions that make the live styles of the people easier. Through the e-commerce, customers could engage with any kind of businesses in a website or in a social media while open a path to businesses to create novel bond with customers, employees, suppliers and other business parties (Song & Zahedi, 2005). According to the Poddar et al. (2009), web shopping as a major unit of e-commerce used by both B2B and B2C context. Through the interactive communication that facilitate the web shopping, could be an enormous contingency for attain about customer preferences, their after thoughts about product or service considerable factors when they make purchase decision (Salunke, Weerawardena, & McColl-Kennedy, 2013).

According to Chung and Young (2003), purchase intention can connote as the probability that an individual's desire of fulfil their any need and want through consumption of tangible or intangible object. The revolution of purchase intention into online context has added some collateral facts due to shown up the

internet. The sufficiency of consumer's intention to accomplish specific compartment through internet can be cognizance as online purchase intention (Kwek, Lau, & Tan, 2010).

Purchase intention is one of the aspect of cognitive behavior, it is more effective as a volitional measure to understand customer's real motive (Bello, Radulovich, Javalgi, Scherer, & Taylor, 2015). Where customer willing to involve in online transaction, it can be count as the online purchase intention and variables as defection and cogitation can be used to identify the degree of purchase intention (Eastlick, Lotz, & Warrington, 2006).

The B2C market is the main that usually come over in online space. so it is critical to maintain gladsome web interface that delight customers and commute the customers into loyal latters (Flavián & Kozar, 2006, 2012, 2006). Attractive objective is the diversion point of constitution the long-term congruity. Satisfactorily web design may arouse people underneath motives and encourage to more visits to the web page. at the same time those motives could be affect to the revisit or retention (Wenny, 2016).

In (2003), Wolfinbarger and Gilly have disclosed the ETAILQ model which consist with measures that can be used to measure online retail quality. Every prestigious online business have unique web designs that attract people who need to recapture self-worth by using the well founded company or website. If the web store is well known in the social and widely recommend among social communities, people tend to visit to that to create identification for themselves through that website goodwill (Ruth et al., 2016).

Attractive website should be consists with the characteristics like fulfillment, security and friendly customer service. Fulfillment as a quality object, facilitate the transaction

facilities to the customers even it is diverse situation that balk the usual business process (Osama & Fawaz, 2010). Fulfilling the customer's requirement is the cardinal responsibility because it is positively effect to perceived service quality and customer satisfaction in the online context. Web stores must provide omission free, secure, and comfortable and user friendly service (Gwo & Hsiu, 2005).

When a customer have an issue related to the service that they have got, company need to provide sufficient platform to address those complaints. Those services need to be helpful, reliable, intensive and responsive (Yang & Jun, 2002). In 2009, Chao, Chen, Hsiang, and Yu have revealed, if a company handle their customer graveness quickly and effectively, that situation enough to measure their service quality.

Because of the deceitful businesses, many people stumble to choose online business rather than traditional business. Due to higher intangible nature, privacy has become crucial proof that consumers really attend (Hao, Kok, & Jer 2014). Customer's personal information, transaction payment source information should be protect by using advanced security features. There are not any excuses if there is a violation of customer privacy and it may be a punishable crime presence of law (Collier & Bienstock, 2006). As an imperative characteristic, security associated act that consist other qualities like integrity, benevolence, authenticity, vulnerability and privacy. Customer's immutable confidence toward particular wen store is the best disclosure of the security level of that company (Jalilvand, 2017).

The web shopping context, the design of the web or overall quality of the web store directly affect the customers purchase intention. If it is really poor compare to another substitutes, customers become

dissatisfied to abandon the futile option and switching to another option in flash (Hao et al., 2014). As the physical store internal and external atmosphere, virtual store should be attractive through novel graphics, humor features and eye catching interface. Also it should be consist with customer oriented service and security features that protect the user privacy. These factors appealing as catalytic which induce consumer's mind for make a purchase decision (Hsin & Su, 2008).

Today people's consumption varies time to time due to social impact that generate by influential group through their reviews full of critics, suggestions, and recommendation in online brand communities or social media groups (Hao et al., 2014). So every consumers search more information when they are flaunting in virtual business context. Influential online environment motivate the revisit to the web store and spread positive word of mouth and it's promote wealthy consumer behavior (Hoque & Lohse, 1999).

Trust is the genesis of the relationship than happen howsoever. Nowadays peoples are extremely egoistic toward their desires due to unpredictable motions in the business world (Ayoobkhan, 2016). Honesty is a rare character in this anomalous world. Though if there a company gain more trust from their customers, it can consider as a competitive capability. Hence the trustworthiness customers encourage themselves to engage with online business (Ruth et al., 2016). According to Chung and Young (2003), where the higher degree of trust there is higher purchase intention. But some studies have found there is not significant impact of trust on purchase intention.

Trust act as an inscription agent between the individual's psychological behavior and business's intentional behavior. Further it is reflect the whether there is opportunistic

and selfish morals of the business (Xiao & Benbasat, 2002). For maintain customer retention, main key is the trust between seller and buyer.as a set of inseparable concepts like integrity and benevolence are roots of the trustworthiness (Daisy & Deqing, 2014).

As Malaika and Farhod (2012) explained that the benevolence is seller's genuine acts without self-revival. Buyer believes that seller concern about their perceptions also and always tire for customer's welfare and benefaction. For boost the benevolence of the service, web retailers usually design the website with a sufficient knowledge about customer preferences and requirements. User friendly interface and interactive communication methods are another indicators of the amiableness (Venetis & Ghauri, 2016). A set of morals, principals, ethical practices are lead to honest service and that fairness service start at the pre purchase stage and end in the post purchase stage. The integrity should consist aspects like reliable, credible, honest, fair and ethical practices (Elissar, Nizar, & Riadh, 2013).Usually every consumers navigate to the web store have an unrevealed motive about benevolence and admire the one with impartial and reliable obligations (Hao et al., 2014).Inexperienced consumers afraid to deal with online vendors due to intangibility and lack of trust. Their attitudes are also different from window shopping behavior (Gefen, 2002). In order to accelerate the acceptance of e-business, trust is a mediator that arouses the purchase intention of the customers (Kwek et al., 2010).

Customers buzz about particular web page is positive and they have recommended it to others without hesitation, it is a sign of trustworthy web store. That identity attract more customers and retain existing ones while affect for individual's purchasing behavior (Malaika & Farhod

2012). Not as the brick and mortal store, online store consumption have considerable risk, so the trust act as a significant role in the intentional behavior of customer when they make purchase (Tamuliene & Gabryte, 2014).

## Methodology

The study was conducted through focusing on a single company in the industry because the researcher wanted to get a deep understanding of the practical scenario about selected marketing phenomena. Using the convenience sampling method through a survey process primary data have been collected and nearly 170 individuals who have purchased goods from selected company has been taken as respondents. Out of 170 surveys 20 surveys are unusable due to incompleteness. In order to fit with the study type as well as objectives the data was collected through the online sources. Questionnaire was developed based on through literature survey where the respondent's perception was tested using five independent variables and one dependent variable. Refer figure 01, the conceptual framework.

Figure 1. Conceptual framework

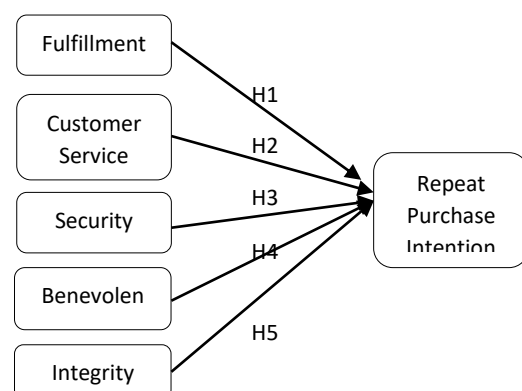




Table 1. Operationalization of variables

Variable	Scale items	Source
Fulfillment	1. Receiving the right order. 2. on time order receiving. 3. Being the same as shown. 4. Well packaged. 5. straightforward returning	Wolfenbarger and Gilly (2003)
Customer service	6. Any time customer response. 7. Sincere inquiry solving.	
Security	8. Adequate security feature 9. Protect privacy 10. Well-established 11. Safe transactions	
Benevolence	12. Close to customers 13. Capture and understand need and preferences. 14. ready to assist and support 15. Benevolent. Intention. 16. Prioritize the customer interest.	Wang and Benbasat (2007)
Integrity	17. Impartial recommendations 18. Honest service. 19. Reliable promises.	
Repeat Purchase	20. Continuous use in future. 21. Recommendation to others. 22. Give prioritize to this website. 23. Frequent visit and use.	Jiyoung and Sharron (2013)

The questionnaire as a measuring instrument consists of seven point Likert scale ranging from strongly agree to strongly disagree.

As per the above table 2, there was an internal consistency due to all values consist with the Cronbach Alfa value that are higher than 0.7 (Cavana 2001; Lance, Butts, & Michels, 2006). The Content validity was established by carrying out a thorough literature review. For achieving construct validity, survey has developed through using relevant measures and indicators in the published literatures. For face validity, the survey has to deliver to the academic expertise. Through their supervision there were several adjustments in the questions. There are three parametric tests that used to test normality, independence and multicollinearity. These tests have own

assumptions that need to fulfill for further statistical analysis.

Table 2. Reliability statistics

Variable	Cronbach's Alfa Value	Number of items
Re-Purchase Intention	0.942	4
Fulfillment	0.923	5
Customer Service	0.909	2
Security	0.940	4
Benevolence	0.921	5
Integrity	0.897	3

Source: survey data, 2020

According to Miles and Shevlin (2001) if the Skewness values are closer to zero and Kurtosis values are in between the range of +2 to -2, it can be considered as that data set follows a normal distribution. As the statistical findings of skewness and

kurtosis test, all statistics of skewness were nearly 0 and Kurtosis have been spread between range of (- 2) and (+2). So, researcher can be concluded that data is normally distributed. To test the interrelation among variables, usually use the multiulticolineraity assumptions and According to standard value assumptions of Hosmer and Lemeshow (1999), when there are VIF value that less than 10 along with the tolerance value garter than 0.2, multiulticolineraity effect does not exist. As findings indicated, tolerance of each independent variable are greater than 0.2 and VIF below the 10. Therefore this study is free from the Multiulticolineraity effects. However highest recorded correlation for this study is 0.871 well above the 0.8 threshold. Refer table 03 for more information.

### Analysis

In order to test the 5 hypohese developed by the study a regression analysis was conducted. Table 04 explains that the model along with the independsent variables can predict upto 83% of variation in the dependent variable. More over according to table 5 a p value equal to 0.000 gurantees that the model is statistically significantt.

Table 3. Corelations and VIF vlaues

	Custo mer servic e	Secu	Bene	Inte gr	Collinearity Statistics	
					Tolera nce	VIF
serv					.320	3.127
Secu	.760				.219	4.576
Bene	.770	.817			.159	6.302
Integ	.750	.763	.878		.211	4.750
Fulfil	.799	.871	.861	.815	.158	6.336

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: survey data, 2020

Table 4. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.913 <sup>a</sup>	.833	.827	.63353

Predictors: (Constant), integrity, Customer service, security, benevolence, fulfilment  
Source: survey data, 2020

Table 5. Anova

Model	F	Sig.
Regression	143.738	.000 <sup>b</sup>

Source: survey data, 2020

Table 6. Regression coeffiencts

Model	Standardize t Coefficients		Sig.
	Beta		
(Const)	-.198		.328
Fulfill	.566	.529	.000
Cus Ser	.070	.068	.264
Security	.118	.109	.138
Benevol e	.058	.053	.535
Integrity	.244	.211	.005

Source: survey data, 2020

When examine the table 6, it show up that only two independent variables are significant ( fulfilment P value= 0.000 and integrity p value 0.005) and other independent variables namely, customer service, security and benevolence are statistically not significant. Therefore the study has sufficient evidence to accept first hypothesis which stated that, there is an impact of fulfilment of the website on repurchase intention and final hypothesis which stated that there is an impact of integrity of the website on repurchase intention. While the study do not have enough statistical evidence to accept the remaining hypothesis which stated that, there is an impact of customer service of

the website on repurchase intention, there is an impact of security of the website on repurchase intention and there is an impact of benevolence of the website on repurchase intention.

### Conclusions

The rapid improvements in the technology and virtual space outbreak everywhere as variety kind of online business formats. People use internet for different activities such as for their job purpose, find new things, online shopping, building relationship with people etc. so today, online business could achieve forefront place in people's general life style. Further the changes of customer attitudes, behaviors, perception in online context also make huge impact on the business survival. As other scholars identified, customers are the major agent that directly decide the business success or failure. So every business in the online context try to maintain good relationship while fulfilling every customer's requirement at least in a considerable extent. It may be decrease their customer switching and make loyal and satisfied customers. Main objective of this research was test the impact of web site attractiveness and trustworthiness on customer purchase intention.

According to the findings of this study there was a significant impact of fulfillment of the web site on online purchase intention. Findings of this study mostly similar to the existing literatures that have shown up about the impact fulfilling web page on customer purchase intention in the online space which disclose by Ayoobkhan (2016). According to Bandar (2018), fulfilling the customer's requirement is the cardinal responsibility because it is positively effect to perceived service quality and customer satisfaction in the online context. Web stores must provide omission free, secure, and comfortable and user friendly service. Bello et al. (2015)

illuminated, if a company handle their customer graveness quickly and effectively, that situation enough to measure their service quality. Therefore, organizations or companies who doing web shopping must target their service to meet the customer's needs, desires, and goals. If this is considered, it will influential to the customer purchasing behavior positively.

The study identified a positive significant impact of integrity of the web page on customer purchase intention as Elissar et al. (2013) disclosed. A set of morals, principals, ethical practices are lead to honest service and that fairness service start at the pre purchase stage and end in the post purchase stage. The integrated service should consist aspects like reliable, credible, honest, fair and ethical practices (Jalilvand, 2017). So every businesses who are struggling with customer management issues, try to implement honest service that impressed the customers.

Moreover the study has identified that there is not any significant impact of customer service, security and benevolence. But this findings are could not find the same relationship which has disclosed through past academic studies. According to Ruth et al. (2016) when a customer have an issue related to the service that they have got, company need to provide sufficient platform to address those complaints. Those services need to be helpful, reliable, intensive and responsive and as a reverse effect those customer oriented service positively impact for their purchase intention. Consider about the security features, Hao et al. (2014) when a service consists characteristic like integrity, benevolence, authenticity, vulnerability and privacy, Customer's immutable confidence toward that web store is the best disclosure of the security level of that company. The past studies that revealed about the relationship between



the benevolence and customer purchase intention have disclosed for boost the benevolence of the service, web retailers usually design the website with a sufficient knowledge about customer preferences and requirements which directly impact on customer purchase intention. While the current study couldn't find the same relationship we would like to encourage more research in this area to further strengthen the findings.

This study offers following suggestions with the practical perspective for the professionals in this field. For establishment of the attractive and trustworthy web store, the company can introduce some strategies that establish strong trust in consumer's mind toward their web store and manage customer perception of risk in the pre purchase stage, and explicate the sources that impact service experience in service encounter stage. Further try to not to satisfy the customer but to delight; that going beyond the satisfaction through impartial and reliable promises. The relationship management is all about mutual knowledge between two parties. When a business offer more value to customers, they become loyal latters. When they become loyal, it also decrease the customer switching to another substitute.

Considering the attractive web page which can identify as service innovativeness, company can provide more services that connected to the customer's requirements. Further Marketing managers can combine personal variables with knowledge about lifestyle preference, they gain customer insight allowing for a more powerful focus on each respective consumer segment.as well as referring to the findings of this study for marketing managers, at least try to fulfil each customer's requirement of .Receiving the right order, on time order receiving, products the same as shown in the web store, Well packaged and

straightforward returning while maintaining impartial recommendations, honest service with reliable promises.

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