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Examination of the Influence of Website Attributes on Purchase Intentions: Application in the Online Shopping Context

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Abstract: *This study aims to investigate the role of the different components of a website in shaping a person's online shopping experience. Using Structural Equation Modeling (SEM), the study investigates the effects of website design on customers' engagement and decision-making. From data collected from 210 online shoppers, it was found that useful information and technical elements play a crucial role for customers, while the services that were provided did not make a visible difference. The study revealed that a positive online experience increases a person's desire to buy. The research helps e-commerce and digital marketing fields by illustrating ways to design websites better for improved customer engagement and conversion statistics. The impact of theory and practice points out how important it is to concentrate on technological and informational improvements to stay ahead in the digital market world.*

Keywords: website attributes, customer experience, satisfaction, purchase intention, digital marketing, online shopping behavior, structural equation modeling (SEM).

Introduction

The fast progress of internet technologies has brought big changes in how businesses work, and this has made e-commerce a main player in digital commerce. Over the last decade, online shopping has spread worldwide due to its special benefits compared to regular retail. In contrast to traditional shopping, which relies on being in person, e-commerce allows for easy and digital shopping. Thanks to websites, consumers can look around, compare choices, place orders, and get products from any place, all without businesses having to be physically present. Shopping online is popular since it is easy, works well, and is inexpensive (Wilson & Christella, 2019).

The customer's ability to use e-commerce websites helps determine if the business succeeds. The way a website is set up matters, and thus, features such as user-friendly navigation, a pleasing layout, engaging interactive parts, and correct information strongly impact people's experience and willingness to stay longer. A properly designed website helps customers enjoy smooth browsing, attractive pages, and easy-to-read descriptions of products (Cyr, 2008; Ranganathan & Ganapathy, 2002). The combination of all these features makes shopping more enjoyable and successful, so users are more content.

Using the internet for shopping is not limited to how easy the process is; it includes much more. They consist of both useful and mental features that affect consumer attitudes and actions

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(Kuppelwieser et al., 2021). Researchers have mainly investigated the psychological side, with most work focused on how flow helps individuals become fully immersed in interacting (Waqas et al., 2020). Still, the functional part of user experience, involving the ease of navigating the site, website responsiveness, and loading speed, is yet to be fully examined. They significantly impact the experience a person has using a product and greatly help make customers satisfied.

A good online shopping experience usually leads to more repeat purchases and improved loyalty among customers (Lemon & Verhoef, 2016). Generally, how satisfied people are through using a website's features and what they experience helps explain how they end up making purchases. Therefore, businesses benefit from consistently updating and polishing their online platforms for optimal customer experience.

Besides, how customers use online services depends on their own distinctions. Fan et al. (2020) explained that a person's confidence in using the web affects how important certain website features are when it comes to a user's experience. If the users have strong digital abilities, they will enjoy advanced parts of the website, while those with lower digital skills need basic and comfortable interfaces.

This study helps expand the e-commerce and e-service field by analyzing how different features of websites affect customer satisfaction, experience, and decisions to buy. When both functional and psychological approaches are included, it helps to understand in detail how website design affects how consumers behave. They provide businesses with useful information on how to update their online platforms and raise user satisfaction, ensuring increased purchases.

Litterateur review

Website Interface Attributes

Information Attributes

Users are largely satisfied with online services because of the complete and understandable information provided. Accuracy, clarity, currency, relevance, and comprehensiveness are the main factors used to assess these online platforms (Cyr, 2013). Nowadays, most travelers rely on the internet for information, and some even use it mainly to prepare their trips (Ye et al., 2017). As a result, websites on the internet make sure to provide reliable, accurate, helpful, and detailed information to assist people in making wise choices and encourage actions. In general, an accommodation platform should provide complete and clear information about the destinations and pricing as well. According to Liao & Shi (2017), making sure information about different accommodations and services is as detailed as possible helps improve every part of the customer's experience. Being well-informed gives customers more trust in their trip plans, which can make them more satisfied and might develop their loyalty to the brand.

Service Attributes

An online business has a high chance of succeeding when it focuses on the right Service Attributes (Hahn et al., 2017) . These businesses are involved in all three areas: offering systems, information, and performing as service providers at the same time (No & Kim, 2015). Due to their multitasking nature, a complete and combined strategy is required to provide services to them. Unique and positive experiences are very important in the modern online environment since they help an organization exceed its competitors in the long run (Voorhees et al., 2017). Nowadays, because there is a lot of competition and product selection, how enjoyable the experience is has become very important. To be more specific, in online activities, service attributes cover all the helping

services offered by the provider and may influence a customer's satisfaction, experience, whether they plan to purchase, and how they actually fulfill a purchase (Hwang et al., 2018). They can offer support by making their website simple to use and responding fast and accurately to customer needs. A good and well-managed interaction with a company can improve their views on the whole process.

Technical Attributes

What determines a website's technical attributes are processes that help the interaction online, including factors such as fast data transfer and effective sharing of information between the website and users (Karimov et al., 2011). In most cases, well-designed websites with user-friendly search and navigation options enhance customers' perception of brands and make it simpler for them to find the right information (Hahn et al., 2017). Along with working properly, websites should also look attractive, making the user engagement and experience better (Law & Hsu, 2006). The aesthetic part includes visual appeal, the way the content is organized, and the interface itself, each of which affects how the user assesses the service's quality. Moreover, Guillet et al. (2020) have shown how website filters play an important part in shaping customers' opinions and their buying choices. A good filter helps customers select the most suitable results without going through too much information. When users have a positive experience, grateful for good design, they usually become more loyal and satisfied customers.

Online Customer Experience

The customer experience is developed through a series of interactions between the customer and the company (Voorhees et al., 2017). As they use services online, customers act as shoppers, visitors to websites, and users of IT (Bhattacharya & Srivastava, 2020; Zhao & Deng, 2020). Therefore, this research relies on the framework offered by Klaus (2013) to examine customer experience on the internet, considering its physical and psychological sides. This approach shows that a user's pleasure while using a website depends on both practical aspects and on their feelings and thoughts. For this study, we use perceived flow to represent a psychological aspect and perceived usefulness to stand for the main functional factor in looking at web-based services from the customer's point of view.

Perceived Flow

Csikszentmihalyi (1975) first discussed flow as the strong state of mind that happens when a person gives full attention to an action. Here, people easily get involved, feel joy from what they do, and pay less attention to themselves (Hoffman & Novak, 2009). It has been suggested by researchers in information systems and e-commerce that online sellers depend on their customers' flow experiences when using online platforms (An et al., 2021). This research, using the existing knowledge of flow, makes the flow concept a main aspect of studying psychology in online customer experience. It means having a mental condition where people are fully engaged, absorbed, and immersed in whatever they are doing. Perceived flow in online services means the user feels happily immersed without noticing any ruptures in their activity on the platform.

Perceived usefulness

Davis's Technology Acceptance Model (TAM) in 1989 explained that the Perceived Usefulness of any technology is evaluated by an individual based on the way that it can improve their performance. This measure helps estimate what customers think about the worth of that technology. A user's opinion of a technology as helpful for getting work done is mainly investigated through factors such as enhanced results and better performance (Venkatesh et al., 2012). In the online

world, the idea of usefulness means the advantages customers believe they will gain by using the company's self-service tools (Al-Momani et al., 2019; van Tonder et al., 2020). Following the analyses from past studies, this study views perceived usefulness as part of the customer experience. In particular, perceived usefulness means how much a consumer thinks using the online website will help them shop better, by considering factors such as how easily they can search for things, how much time it takes, and how suitable the available options are.

Satisfaction

A business is mainly concerned with making sure customers are satisfied, desiring to keep them instead of finding new ones. Scholars indicate that when customers are satisfied, it leads them to become loyal to a company and to talk positively about it (McColl-Kennedy & Schneider, 2000; Vega-Vazquez et al., 2013). There are many definitions of satisfaction, some indicating that satisfaction is meeting expectations (Oliver, 1997) and others explaining it as a shifting judgment formed by unexpected circumstances or experiences (Anderson & Srinivasan, 2003). Nevertheless, the consensus is that satisfaction comes from comparing actual performance with expectations (Kursunluoglu, 2011; Levy & Weitz, 2007). In addition, the American Customer Satisfaction Index (Fornell et al., 1996), shows it is important to the whole industry. Generally, satisfied customers are likely to remain loyal, keep returning, and help the company become more profitable (Anderson & Srinivasan, 2003; Kim, 2010).

Purchase intention

The decision of a customer to purchase a certain product or service is an important subject that deserves close study (Tien et al., 2019). Thanks to the digital revolution, and mainly due to the emergence of the internet, consumer behavior has been greatly altered. The Internet allows consumers to have access to a large amount of information; they can easily exchange their views and experiences. This kind of discussion helps other customers decide what to buy since it balances information by allowing them to learn from each other (Liaw et al., 2022). It is widely admitted that online details are important when buying products and services (Brown & Reingen, 1987; Herr et al., 1991), and for this reason, businesses must recognize the important elements that determine whether a consumer wants to purchase, since it heavily affects their actions.

The information and analysis from the literature allow us to propose the conceptual model that is illustrated in Figure 1. The hypotheses analyze the way the characteristics of a website affect how customers experience, satisfaction, and decide to buy something.

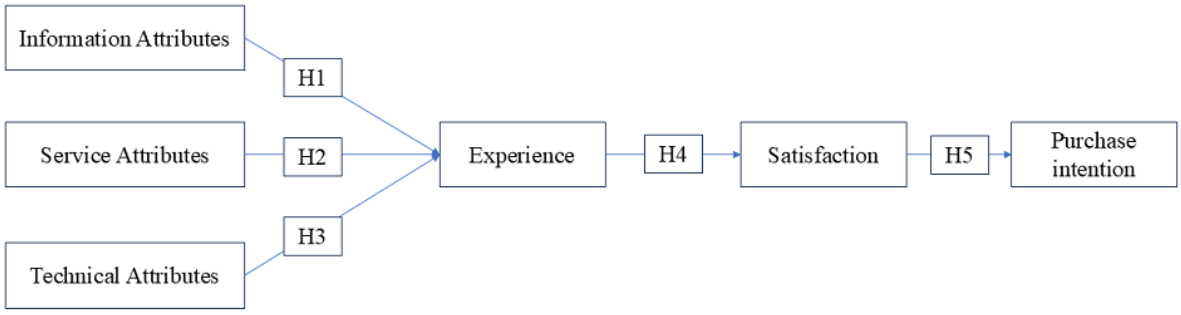

Figure 1. Conceptual framework

Hypotheses

Hypothesis 1: Positive information attributes on online shopping websites enhance the customer experience.

Hypothesis 2: Positive service attributes on online shopping websites enhance the customer experience.

Hypothesis 3: Positive Technical Attributes on online shopping websites enhance the customer experience.

Hypothesis 4: Positive online experience impacts customer satisfaction.

Hypothesis 3: Customer satisfaction impacts purchase intention.

Methodology

Research design

The study used SEM to examine the proposed hypotheses. Data collection was conducted using a quantitative survey methodology. According to Lleras (2005), the collected data were reviewed using path analysis, which is a well-known method that helps analyze connections between variables and investigate whether there is a causal link involved.

Measurement of variables

This research focused on the important parts of website characteristics that are truly important for the experience and buying intention of customers. These constituents were made up of information, service, and technical attributes. The established scales from Le and Chen's research (2022) are used to study the site's attributes. The scales developed by Laros and Steenkamp (2005) and Davis (1989); Chen et al. (2002), and Bilgihan and Bujisic (2015) were used to evaluate experience dimensions. Likewise, indicators associated with satisfaction were adjusted using the results from the study by Mishra et al. (2021). The purchase intention assessment applied the original scales created by Prendergast et al. (2010). Participants gave their evaluation by using a 5-point scale. The associations between all the individual items and their latent variables were validated by conducting confirmatory factor analysis (CFA).

Sampling and data collection

The study analyzed customers involved in all types of shopping activities done through the internet. At first, a pilot study with 50 participants was done to test how clear and meaningful the questionnaire is. Consequently, data was collected by giving an online questionnaire to any interested parties. The approach is commonly used in market research since it saves money and is very practical. The final survey was put online beginning in September 2024 and ended in November 2024. Since the data from a part of the 250 responses was not complete enough, 210 participants were finally included in the analysis. The final rate of effective responses turned out to be 84.00%.

Data analysis

In the study, IBM SPSS version 27 was used to run an exploratory analysis on the collected data with the help of Principal Components Analysis (PCA). The PCA method was implemented in this research to check the measurements' properties, as well as to eliminate duplicate or unnecessary questions. Gerbing and Hamilton (1996) are among the scholars who encourage the use of this method for detecting latent constructs in scales with abundant data and as a first stage in reducing data.

Amos version 23 was used to examine the structural and measurement models by carrying out SEM. In the process, researchers reviewed the questionnaire's reliability and validity, and then examined each of the study hypotheses.

Findings

Demographic Information

The study of the 210 respondents provides important details about Morocco's online shopping landscape. The majority of users are males (52.4%), female users amount to 47.6%, and the most common age for shoppers is between 25 and 34 years (35.7%). Of the population, 42.9% are bachelor's degree holders, 28.6% have master's degrees, and 7.2% own PhDs, showing a base of well-educated Lithuanians. Among the surveyed, employees (42.9%) are the biggest group, then students (23.8%), officials (14.3%), and freelancers (19.0%), showing a balance of security and technology use in finances. The distribution of earnings in Morocco reveals that 39.0% of people earn from 5,000 to 10,000 MAD, and just 2% get higher than 20,000 MAD. According to what most buyers purchase, clothing and fashion (28.6%) come first, then electronics (23.8%), and beauty & cosmetics (19.0%). This implies that people in Morocco who are young, educated, and make average incomes are the key shoppers in e-commerce, seeking fashion and tech products. This information allows businesses to update their marketing, offer better products, and improve how people shop online (please see Table 1).

Table1. Demographic characteristics of the respondents

Variable	Frequency (N = 210)	Percentage (%)
Gender		
Male	110	52.4%
Female	100	47.6%
Age		
18 - 24 years	50	23.8%
25 - 34 years	75	35.7%
35 - 44 years	45	21.4%
45 - 54 years	25	11.9%
55+ years	15	7.2%
Education		
High School	30	14.3%
Bachelor's Degree	90	42.9%
Master's Degree	60	28.6%
PhD	15	7.2%
Other	15	7.2%
Occupation		
Student	50	23.8%
Employee	90	42.9%
Official	30	14.3%
Freelancer	40	19.0%
Income (MAD)		
< 5,000 MAD	60	28.6%
5,000 - 10,000 MAD	82	39.0%
10,001 - 15,000 MAD	40	19.0%

Variable	Frequency (N = 210)	Percentage (%)
15,001 - 20,000 MAD	24	11.4%
> 20,000 MAD	4	2.0%
Product Type		
Electronics	50	23.8%
Clothing & Fashion	60	28.6%
Beauty & Cosmetics	40	19.0%
Home & Furniture	20	9.5%
Groceries	15	7.2%
Books & Stationery	15	7.2%
Other	10	4.8%

Source: Authors' own research.

Measurement model

Fit between the measurement model and the index

EFA was used to check if the study's constructs are unidimensional and have strong internal consistency. Questions for every construct were adapted from previous studies to fit the setting used in this study. All the EFA analyses pointed to the unidimensional structure of the scales for participation, satisfaction, and loyalty, given that the KMO results were higher than 0.6.

Afterward, Confirmatory Factor Analysis (CFA) was conducted to examine if the measured variables are connected with their latent variable, as put forward by the theory. The purpose behind this step was to refine the model and make sure the fit indices are satisfactory. To prove their reliability, the alpha coefficient for Cronbach's all scales was more than 0.7 (Nunnally, 1978). The scores for internal consistency range from 0.746 to 0.901. In addition, composite reliability (CR) for all constructs was greater than the threshold of 0.7 (Fornell & Larcker, 1981) and varied between 0.724 and 0.891 (please refer to Table 2).

Table2. Cronbach's alpha, composite reliability and average variance extracted

	α	**CR**	**AVE**	**Square Root of the AVE**
Information attributes	0.889	0.847	0.583	0.763
IA1				
IA2				
IA3				
IA4				
Service attributes	0.890	0.891	0.732	0.855
SA1				
SA2				
SA3				
Technical attributes	0.887	0.889	0.728	0.786
TA1				
TA2				
TA3				
Perceived usefulness	0.746	0.756	0.619	0.786

	α	CR	AVE	Square Root of the AVE
PU1				
PU2				
Perceived flow	0.891	0.890	0.804	0.896
PF1				
PF2				
Satisfaction	0.901	0.899	0.748	0.864
SAT1				
SAT2				
SAT3				
Purchase intention	0.781	0.724	0.510	0.714
PI1				
PI2				
PI3				

Source: Authors' own research.

Convergent and discriminant validity

To examine convergent validity, the average variance extracted (AVE) for each variable and also the factor loadings of every single item were examined. The data, shown in the table, indicate that all the AVE values were higher than 0.50, proving that all constructs have convergent validity.

The square root of each construct's AVE was used to evaluate how much the construct differs from other constructs in the study. The theory is upheld because the square root of each construct's AVE was larger than its correlation with every other construct (Fornell & Larcker, 1981).

Structural model

Structural model fitting index and correlation

A series of goodness-of-fit statistics from Table 3 was used to evaluate how well the study's model and hypothesized relationships performed. The test evaluated DF, AGFI, GFI, RMSEA, CFI, TLI, and RMR as different elements. There was a good fit for the model, according to: χ^2/df = 270,959 (5), AGFI = 0.903, and GFI = 0.920, which surpassed the 0.9 threshold. Since RMSEA equals 0.051, the model is a good fit, since values less than 0.06 are generally taken to mean the model is acceptable. Using the CFI (0.985) and TLI (0.960) suggests that the model fits perfectly.

Afterward, a correlation analysis (Table 4) was used to examine how the constructs are related to each other. These relationships were assessed using Pearson's correlation coefficient. All the analyzed relationships were shown to be significant at the $p < 0.01$ level ($r > .05$).

It was found that there is a near-perfect positive link between the "perceived usefulness" and "perceived flow" (r = 0.891). Data analysis revealed that the link between "information attributes" and "satisfaction" was the weakest (r = 0.405).

Table 3. Model fit measures

χ^2	270,959
χ^2/DF	2,538
GFI	0.920
AGFI	0.903
CFI	0.985
TLI	0.960
RMR	0.047
RMSEA	0.051

Table 4. Correlation analysis

	Information attributes	**Service attributes**	**Technical attributes**	**Perceived usefulness**	**Perceived flow**	**Satisfaction**	**Purchase intention**
Information attributes	**1**						
Service attributes	0.696	**1**					
Technical attributes	0.576	0.517	**1**				
Perceived usefulness	0.598	0.459	0.800	**1**			
Perceived flow	0.469	0.367	0.674	0.891	**1**		
Satisfaction	0.405	0.445	0.495	0.599	0.581	**1**	
Purchase intention	0.557	0.568	0.734	0.787	0.777	0.838	**1**

Hypothesis testing

The measurement model was turned into a structural model to test the hypotheses. We presumed that several aspects affecting "Information", "Service", "Technical" features, and experience could impact "Satisfaction," "Purchase intention," and "Experience"

The last step in the analysis involved using Amos to perform hypothesis testing (Table 5). Regression analysis showed that a number of relationships between the constructs were significant and positive. In particular, there was a solid and positive relationship from " Information attributes " to " Experience " (t = 1.965), confirming H1. However, the connection from Service attributes to Experience was not significant (t = 0.262), thus, H2 was not supported. Support for H3 was found since the relationship between "Technical attributes" and " Experience" was significant and positive. The connection between experience and satisfaction was both noticeable and positive (t = 7.506), showing that H4 holds true. Overall, the link from "satisfaction to "purchase intention" was meaningful (t= 7.585), which supported H5.

Table 5. Hypotheses testing

Hypothesized paths			β	Standard Error	t-value	Results
Information attributes	→	Experience	0.157*	0.080	1.965	supported
Service attributes	→	Experience	0.018	0.70	0.262	No supported
Technical attributes	→	Experience	0.366***	0.049	7.459	supported
Experience	→	Satisfaction	0.896***	0.119	7.506	supported
Satisfaction	→	Purchase intention	0.743***	0.098	7.585	supported

***P < 0.001

*P < 0.05

Discussion and conclusion

The purpose of this study was to discover if the attributes of the website could help predict customer experience, satisfaction, and the intention to purchase online. By studying this topic, the study helps explain how the atmosphere of a website guides customers and their experience. The empirical study suggests new approaches for theory as well as for real-world management tasks.

Theoretical implications

These findings reveal that strong informational and technical aspects are connected to a great customer experience. These discoveries reflect the thoughts of previous scholars (Gao & Fan, 2021; Le & Chen, 2022; Moukrim & Gaber, 2024b). In addition, the study points out that there is a positive link between customer experience and satisfaction, in accordance with prior research(e.g., Moukrim & Gaber, 2024a; Pentina et al., 2011), which posits that experience plays a key role in influencing satisfaction. Besides, the study proves that being satisfied greatly motivates consumers to make a purchase, which agrees with existing evidence (Hsu et al., 2012; Pereira et al., 2021).

According to the study, customer experience was not affected by service features. These factors may be the reason for the unpredictable result. With most transactions now digital, people might prefer to get the information they need online and deal with fast and efficient technology instead of the usual service options. For cases where the perception of service quality is already very good, new improvements may not change customers' experience much, because of what is usually known as the ceiling effect. Another possibility is that the measurement of service features included both service and technical parts, so their special value is not visible. Since consumers are interacting more with technology, it is necessary to update working theories about how technology and the environment affect customer experience.

Practical implication

The results indicate that firms should give priority to improving tools and information systems that make the customer's experience smooth and enjoyable. Organizations have to improve the interface, maintain strong system functioning, and ensure easy access to information about their products. Improvements are meant to influence and improve the experience of customers, so they are expected to enjoy shopping more and feel more built to purchase. Maintaining a minimum standard of service is very important; however, as digital and technology use grow, the value of boosting traditional service models seems to decrease. As a result, managers have to gather feedback from customers and shape their services to improve aspects that offer a real edge to their business. When they focus on new technology and are flexible to changes in consumer needs, businesses are ready for the demands of today's digital world.

Limitations and directions for future research

Studying how web attributes affect purchasing intention gives useful contributions, whereas researchers need to pay attention to various issues involved. A main difficulty is that observations about specific web attributes may not work the same way everywhere or with every group. As a result, these digital elements affect each business differently, so the interpretation must consider the industry and the market within which it is operating.

Furthermore, since customer experience and satisfaction are closely related to how people feel about something, these factors affect the relationship between web attributes and purchase intention in a difficult way. Customers' experiences and impressions of using online platforms are influenced by knowledge of technology, past experiences with internet purchases, and their

personal high expectancies. Since consumers are very different, it becomes hard to use similar tools to measure them and to generalize the results to different groups.

The role of outside influences can also make it difficult to see how web attributes affect a person's decision to buy. Various economic and market aspects, along with competition, strongly impact consumer actions, thus, it is hard to determine the exact impact of websites. It is still challenging for researchers to identify the particular impact that digital attributes have, apart from other major factors.

In addition, the constant evolution of digital behavior by consumers makes it harder to investigate this subject. With advances in technology and users looking for more, the features of websites that used to work well could become less useful. In view of the changing internet marketplace, researchers must use methods that follow the movement of consumers and adapt their approach to stay relevant.

The use of convenience sampling constrains the results of many studies on online consumer behavior. This approach may provide participants who are not fully representative of the community, which can limit how widely the research findings can be used. Focusing research only on one type of digital environment can hide the real diversity in how consumers behave online, reducing how widely the findings can be used.

To solve these challenges, future research should choose improved sampling strategies, carry out studies over time, and thoroughly analyze all relevant contextual factors to ensure its results are reliable and relevant. It will be essential to consider the features of a website, the feelings of consumers, and the influence of the market when exploring why consumers buy products online.

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