

The relationship impact of the design of website And the purchasing behavior

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Summary: Online purchase counts among modern fast-spreading phenomena; it also dominates a lot of interest and search. This and it comprises miscellaneous activities of research for information, evaluation, choice and Comparison between different goods and services and even purchase. The design factors of e-commerce sites have won a significant captivating share of interest because of the outstanding role it plays in attracting consumers not only for their visit but for the repeated visits and acts of purchase which in fact differ according to the nature of consumers in different countries. It's for this reason, the design factors of e-commerce sites has become an appropriate tool in the hands of different institutions to enable the e-consumer to realize a variety of advantages. To state but a few such as the possibility of rapid access to a very wide variety of goods and services from all over the world, the purchase of products at lower and substantial price differences in a given time in addition to access to high quality services.

In this article, the case of electronic purchasing rates through websites globally will be studied to determine purchasing behaviors towards this type of purchasing for various items and services offered online.

Keywords: e-commerce ; e-consumer; online purchase ; website .

Jel Classification Codes : D12 ; D85

ملخص: يعتبر الشراء عبر الإنترنت من بين الظواهر الحديثة سريعة الانتشار؛ كما أنه يهيمن على الكثير من الاهتمام والبحث. ويشمل هذا البرنامج أنشطة متنوعة للبحث لأغراض المعلومات والتقييم والاختيار والمقارنة بين مختلف السلع والخدمات وحتى الشراء. وقد حظيت عوامل التصميم في مواقع التجارة الإلكترونية بنصيب كبير من الاهتمام الجذاب بسبب الدور البارز الذي تؤديه في اجتذاب المستهلكين ليس لزيارتهم فحسب بل أيضا للزيارات المتكررة وأعمال الشراء التي تختلف في الواقع تبعاً لطبيعة المستهلكين في بلدان مختلفة. لهذا السبب، أصبحت عوامل تصميم مواقع التجارة الإلكترونية أداة مناسبة في أيدي المؤسسات المختلفة لتمكين المستهلك الإلكتروني من تحقيق مجموعة متنوعة من المزايا. وفيما عدا القليل منها، مثل إمكانية الوصول السريع إلى طائفة واسعة جداً من السلع والخدمات من جميع أنحاء العالم، فإن شراء المنتجات بسعر أقل وبفروق كبيرة في وقت معين بالإضافة إلى الحصول على خدمات عالية الجودة.

في هذه المقالة، ستتم دراسة حالة أسعار الشراء الإلكترونية من خلال مواقع الويب على مستوى العالم لتحديد سلوكيات الشراء تجاه هذا النوع من الشراء لمختلف العناصر والخدمات المقدمة عبر الإنترنت.

الكلمات المفتاح: تجارة الإلكترونية؛ مستهلك الإلكتروني؛ شراء عن طريق الإنترنت؛ شبكة الإنترنت.

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I- Introduction :

The E-commerce Web sites have become one of the most important elements of the electronic marketing mix. It is an important and vital element as it plays an active and major role in the organization's promotional and advertising activity, and is a distribution outlet. It is also considered part of the product packaging. It is the outer cover of the product, and it is also considered like a business card. Hence the importance of website design emerges (Ruby, Zhao, & Nik, 2001), as the more attractive the website is, the greater the ability to attract consumers, meet their various needs, and retain them.

The Growth and development in the use of the Internet and the increase in spending on creating and designing websites by institutions through specialized websites on the Internet that sell and prepare ready-made websites designed in advance by experts and specialists in the field of website design, prompted the researcher to conduct this study. In order to learn more about the impact of e-commerce website design dimensions on the purchasing behavior of consumers globally .

It can be easily Observed the speed of the growth and development of the IT and communication sector in many countries by reviewing the development of the use of internet and the services of the fixed and cellular phone in it - as it has developed significantly and very remarkable the mobile phone market since the period in which the encouragement was encouraged to attract foreign investment and enter New transactions for mobile phone, applications and websites in global markets.

The problem and the Research: Aims of the study:

The unique advantages that the e-commerce website provides as an effective promotional and distribution channel, such as the ability to reach huge numbers of Internet technology users and those searching for goods and services, as well as speed in reaching the targeted market sectors, in addition to flexibility and tracking how the consumer deals with the organization's commodity and service brand and learning about The interests and needs of current or prospective consumers have prompted many economic institutions to develop their traditional marketing methods into a marketing mix linked to the design of their electronic commercial website with the aim of benefiting (Steve, pp. 12-50) from the marketing opportunities offered by this method .

The problem can be formulated as follows:

What is the impact of the design of electronic commerce sites as an element of electronic marketing mixture on the electronic purchase volume of global consumers?

Study hypotheses:

Based on the above, it was possible to develop a theoretical framework for the study, by testing the following research hypothese:

E-commerce Web sites are effective in increasing the rate of electronic purchasing among consumers globally.

II- Website E commerce design

The quality of website design is very important for any online store to attract customers.; and also that the customer satisfaction in e-commerce is related to the quality of website design. According many studies ; the website design represents the way in which the content is arranged in the websit .

And also that the customers interact with an online store they prefer to do so via a technical interface and not through any employee. Therefore the design of the website, which acts as the interface, would play an important role in influencing customer satisfaction. Lee and Lin (2005) had empirically found that website design positively influences overall customer satisfaction and perceived service quality. Besides, Ranganathan and Ganapathy (2002) have empirically established that website design positively affects purchase intention (**Ganguly, 2010, pp. 302-330**).

III- the growth of ecommerce sites in the world

According to estimations, there are currently between 12 and 24 million online retailers in the world. Some are popping up every day, some are closing down, but the growth is pretty steady. Incidentally, the majority of online stores are powered by Woocommerce or Shopify.

These numbers may seem overwhelmingly high, but people are willing to spend more and more money online. It's a real gold rush for online business owners. Moreover, ecommerce market will continue to grow almost exponentially in the next few years.

It's predicted that global ecommerce sales are going to double before the end of this decade. The biggest rise in interest when it comes to starting online businesses happened in 2020 together with the immense increase in online shopping. Interestingly, in 2021, it fell back down (figure 03).

Currently, on the side of business owners, the number of online stores is still too low to meet the growing demand. But, apparently, there is no significant spike in interest at the moment. In 2023, you still have a chance to jump on the bandwagon and ride the wave of ecommerce revenue.

IV-The concept of consumer purchasing behavior through the electronic website:

The quality of website design is very important for any online store to attract customers. Cho and Park (2001) have found in their study that customer satisfaction in e-commerce is related to the quality of website design. According to many studies, website design represents the way in which the content is arranged in the website, and when customers interact with an online store they prefer to do so via a technical interface and not through any employee. Therefore the design of the website, which acts as the interface, would play an important role in influencing customer satisfaction.

IV.1.Definition of electronic purchasing:

The E-shopping can be defined as: "A technology of change that has brought about fundamental transformations in the path, philosophy and applications of marketing" (Yen, Hsiu, Kevin, P, & G, 2003).

It can also be defined as a set of efforts made by the buyer via the Internet to search for specific products (goods, services, ideas ...) and the comparison between these products offered for sale in various electronic stores spread in the Internet space (Blagoeva, 2023, p. 79_80) .

On the other hand, it can be said that the electronic buyer may be a commercial buyer B2B Business to Business, and it may be a B2C Business to Consumer, and the relationship between the consumer and the state or between Countries.

Available studies and research indicate without a doubt that consumers online have unique characteristics, or that they behave differently on the Internet compared to their behavior in the real world, and therefore, direct marketers via the network should give these characteristics the utmost attention because their success will depend greatly on Their ability to deal with and adapt to it efficiently and effectively .

We notice from the figure 01 that about 68% of men shop online and 72% of women, and therefore we conclude that there is a convergence in the behaviors of the categories between males and females.

We also note that gender differences in online shopping habits are not as clear as we believe in some cases. We find that spending on clothes and travel is more demanding online,

The clear difference is in the category of digital products and electronics, as the possibility of males shops to purchase digital products from electronic books and games over the Internet more than twice compared to females.

Younger shoppers between the ages between 25 and 34 also prefer to shop online compared to older consumers (White & G, 2003, pp. 05-20). This is likely due to the structure of contemporary digital society in an environment that is always connected to the Internet. The older generations didn't sweat it.

According to a study conducted by Jupiter Media Matrix, it was found that more than 80% of Internet users see that searches on products on electronic commercial sites affect purchase decisions through traditional means.

IV-2.The concept of electronic consumer purchasing behavior:

Reviewing the factors influencing consumer purchasing behavior via the Internet is necessary and important. Websites deal with different groups of consumers who have very different cultural, social and individual backgrounds. It is also noted that there is a clear difference and discrepancy in the levels of experience that these consumers possess regarding their abilities to deal and interact with websites in order to respond to the marketing messages to which they are exposed.

The consumer who makes purchases via the Internet has come to be called the online consumer or the electronic consumer. This consumer differs in his characteristics, characteristics, and the nature of his requests from the ordinary or traditional consumer. From here we can explain the characteristics and advantages of this consumer, as well as the elements that influence his behavior to buy online. E-commerce websites.

In this regard, Strader, Troy, Michael, & Shaw (1997) believe that consumer characteristics represent one of the determining factors for the practice and acceptance of electronic shopping. They classified consumers into three categories:

-**Impulsive consumer:** A buyer who makes quick purchases at a low level of analysis.

- **Slowly consumer:** He is the one who makes a purchase after making some comparisons between the available alternatives.

- **Analytical consumer:** one who conducts research that supports the decision he or she wishes to make to purchase products or services. Strader and Shaw8 believe that electronic markets are suitable for the type of buyers (Strader, Troy:Michael, J, & Shaw, 1997, pp. 185-198)who make some comparisons and analyzes before purchasing products or services. This means that the buyer characteristics that are suitable for electronic markets are the second and third types, that is, the careful buyer and the analytical buyer.

There is an alternative view of how consumer behavior affects the use of websites. Those with this vision believe that consumer behavior will differ depending on the stage he has reached in adopting the use of the website. Kotler and others summarized the adoption processes proposed by Rogers (1983) in the following steps or stages: (table 01)

IV. 3. Determinants of electronic purchasing for the e-commerce website:

Many studies and writings have focused on examining the characteristics related to website design as one of the most important factors determining electronic purchasing behavior. We find that some, such as Spiller and Lohzi, believe that the nature of the store or website affects the growth of electronic shopping, and the extent of consumers' interest in this type of shopping. In 1996, both of them conducted a study on 137 Internet sites that sell women's clothing. This study came up with a proposal for the following classification of Internet stores.

1 Large or super stores: which offer more than 500 products, such as LL.Beach stores.

2 Promotional stores: which display extensive information about organizations such as AWEAR.

3 Simple stores for sale: These are stores that operate through large-sized catalogs as a sales method, but they contain little information about the product, such as gift shops.

4 Single page stores or stores: These are stores that operate through limited-sized catalogs, such as AL's Texas jeans.

5 Stores or product listing sites: These are stores that operate through medium-sized Fullswing Golf of Alaska catalogs.

In general, Liu and Arnett (2000) show that a successful e-commerce website represents one of the important factors that attract consumers, makes them feel trustworthy, reliable, and credible, and then achieves acceptance and satisfaction among these consumers.

The results of the study conducted by Elitweett, and Woe, regarding this part, indicated the following:

- It was Observed that 59% of the total purchases were purchased from large -sized sites/stores. The results here indicate that consumers appreciate the existence of a wide range of products inside the site/store to facilitate exploration operations for desired products.

The results of a study conducted by Jeter Communications (Rao, 1999) also indicated that the average annual income of electronic shoppers is greater than the average annual income of those consumers who limit themselves to traditional shopping. The same study also indicated that the average age of these online shoppers was 33 years, and their average annual income was 59,000 US dollars. In this regard, Elliot (2002) refers to a survey conducted on 220 consumers in Texas City.

The results of this study, which was conducted on 1,000 furniture companies, concluded with four essential elements that can be described as responsible for the success of the organization's electronic commercial website. These factors are summarized as follows:

1- The quality of information provided by the website to consumers.

2- Using the system, the results indicated the importance of designing the website in a way that allows consumers the ability to control the transaction processes electronically.

3- Fun/entertainment. The results also indicated that there is a need for business (Kleindl, Barad, & A, Strategic Electronic Marketing Management ; Electronic Business, 2001, pp. 10-15) organizations and website designers to create and add joy and pleasure to the website. This is to stimulate consumers' motivation to participate, thus attracting these consumers and helping them enjoy visiting these sites and returning to them again and again.

4- Quality design of the transaction system. This is to provide an element of safety for consumers who may have a desire to shop and conduct transactions electronically.figure 02

V- Conclusion:

The website's website design is how to put information on the site. In the first place, it is concerned with the information that is placed on it, to give gravity and innovation in the design, with the ease of navigation and sailing across the site with ease of use and speed in the entry and sailing process in it and the time taken navigation to improve the ease of use. The relationship between web design factors:

The information design of the website in a more reliable and secure system will be discussed as follows:

1- That the content of the electronic manner reflect the culture and principles of the institution: It is considered one of the important characteristics that good website content must have, as it must express the values, morals, customs, traditions, rituals and actions of the institution that owns this website. The content must also be an effective representation of the institution's activity and reflect its image to consumers.

2- Attractive display of products on the e-commerce website: The product, whether it is a good, service, idea, or other, is the essence of any commercial activity, whether this is a traditional activity or a commercial activity via the Internet, but when the product is dealt with electronically, the level of availability of data and information about it and how it is displayed on the website becomes It is a matter of high importance in the success of the site, and thus the success of the organization online. Below we will try to clarify that.

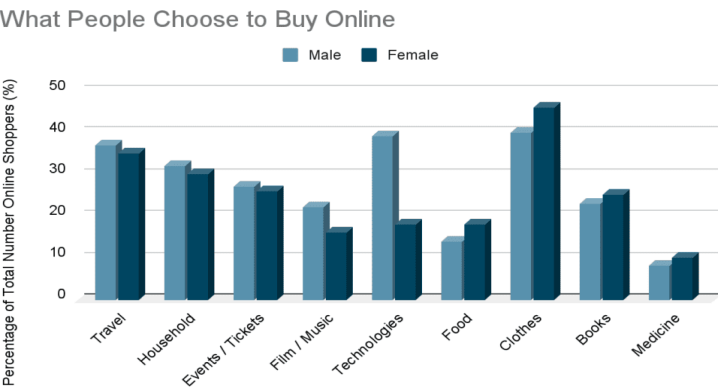
3- Providing the necessary information and data about the product : Since the consumer or customer cannot touch or inspect the product as it is available to him in the traditional store (on the ground), therefore the institution must provide all sufficient data and information about its products.

Table (1) : Stages of the impact of website use on
consumer behqvior

Awareness
Interest
Evluation
Trial
Adoption

The source : Kalina Trenevaska Blagoeva & Marina Mijoska; Lidija Pulevska Ivanovska;" The impact of website design on consumer decision making – evidence from North Macedonia"; November 2023WSB Journal of Business and Finance 57(1):78-87.

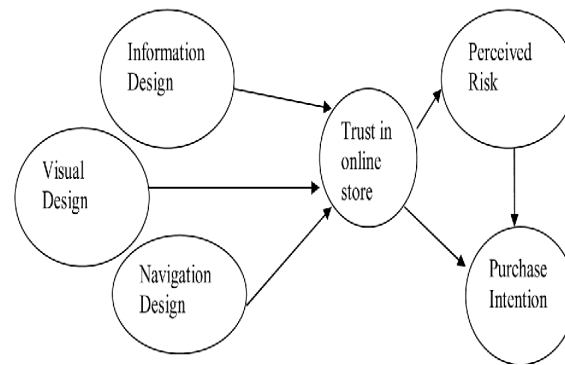
Figure (1): The effects of design on purchase intention in online shopping



The source: <https://supplygem.com/publications/online-shopping-statistics>

Figure (2): The effects of website design on purchase intention in online shopping

Figure 2 illustrates the relationship between website design elements and purchase intention, mediated by trust in online stores and perceived risk.



The source : Boudhayan Ganguly; Satya Bhusan Dash; Dianne Cyr and other; Electronic Business, Vol. 8, Nos. 4/5, 2010

Figure (3): Trends for starting online stores 2004-2022

Figure (3): Trends for starting online stores 2004-2022



[/Source: https://www.tidio.com/blog/online-shopping-statistics](https://www.tidio.com/blog/online-shopping-statistics)

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