


# Consumers' Digital Shopping Experience: A Study of the Factors Influencing Purchase Decision

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## ABSTRACT

Digital shopping has been the most imperious facet of e-retailing, and it has become an essential part of consumers' lifestyles. Besides the various advantages offered to digital shoppers, there are certain difficulties faced by them while making an online purchase. Therefore, it is significant to identify the factors influencing the consumer's purchase decision in the digital shopping context. The study empirically investigates the association of various factors related to consumers digital shopping experience on the purchase decision. The results reveal that the seven factors—website aesthetics, accessibility, trust, price offerings, security, delivery, and quality—have a positive association with consumer digital purchase decision. The findings will help the online traders to understand the satisfaction experienced by the consumers in the digital shopping context and develop strategies to attract new consumers and retain existing ones.

## KEYWORDS

Accessibility, Consumers, Delivery, Digital Shopping, Price Offerings, Purchase Decision, Quality, Security, Trust, Website Aesthetics

## INTRODUCTION

Digitisation has transformed the integral lifestyle of people from conventional shopping to digital buying. The ease of buying from digital platforms has become an obligation for individuals, mainly people living in the cities. Digital marketing offers supreme opportunities for the retail segment as it affords a significant revolution from traditional shops to virtual stores that function at a minimum cost (NDA, 2015). The progressions in information and communication technology (ICT) have increased the usage of smartphones and the Internet has been accelerating digital trading in the Indian market (Rao & Patro, 2017). This has been driving online vendors to provide attractive options such as one-day delivery, doorstep trails, payment using mobile UPI apps, simple check-outs, ordering through WhatsApp, etc., for a much better consumer shopping experience (Chaturvedi & Gupta, 2014). Moreover, practising international marketing strategies is also attracting the Indian retail market segment (Patro, 2018).

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The growing number of digital shoppers is boosting sales through the Internet. As per the survey by ASSOCHAM (2016), consumers are shifting towards digital shopping because of the competitive prices/concessions, time-saving, shopping at ease at anytime and anywhere, accessibility to a variety of products, comparison among different models/brands, and comprehensive product/service information provided by the online traders. The other features accountable for the progress of digital trading are hostile marketing and flash sales discounts, daily deals, providing loyalty plans, and so on have been driving consumers to buy through digital stores (PWC, 2015).

In the digital era, shoppers have gained incredible experience and hence, recognising the elements influencing consumers has become imperative (Jaiswal & Singh, 2020). According to Palmer (2010), competitive advantage can be attained through efficient management of buyers' experiences. Thus, the buyer's experience arises as a significant aspect that motivates the consumer in using digital platforms for shopping purposes (Izogo & Jayawardhena, 2018). A survey conducted by Indian Brand Equity Foundation (2018), identified that increased usage of smartphones, enhanced infrastructure, availability of low-cost mobiles, digital India program, introduction to 4G network, and growing consumer choices are the factors leading the country to become the fast-growing digital marketplaces globally.

In contrast to conventional shopping, digital shopping has gained volatile progress as it signifies a more economic and appropriate means of buying. The digital marketplace offers buyers the required information for product comparisons, the opportunity to get competitive prices, a wide range of product selections and easy access to required products (Katta & Patro, 2017a). It also offers a greater shopping experience and consummation to contemporary buyers looking for expediency and speediness in procuring the products (Yu & Wu, 2007; Saha & Mathew, 2021). Therefore, online retailers need to retain digital shoppers for getting competitive benefits in the market. When the shoppers are pleased with an online trader, they may repurchase from the same retailer (Tsai & Huang, 2007). The consumer's experiences throughout the various phases of purchase behaviour will result in their satisfaction with particular products and online traders. The digital buyer's experience is primarily based on the information provided by online traders as the consumers do not have physical contact with the product (Patro, 2019). Thus, it is evident that the information provided by the e-retailers can influence the buyer's satisfaction during the information search phase as well as the purchase decision phase (Bleier *et al.*, 2019).

For delivering superior service quality to the customers, the e-vendors must design an attractive website which comprises the required information, alluring visual content, a simple payment gateway, offer competitive prices/discounts, a speedy checkout process, a faster delivery system and guarantee the consumer's security and privacy (Rita *et al.*, 2019). While evaluating the consumer's online purchase decision process over the Internet from online vendors, several dimensions are to be measured by the online traders in satisfying the consumer's demand and contending in the digital market environment. To understand the influence of these factors on digital consumers, it is imperative to identify the various factors enabling online traders to make assessments of buyers' perceived value towards digital shopping. Thus, the anticipated research question is *to know various factors influencing consumers' digital shopping experience associated with the purchase decision.*

## REVIEW OF LITERATURE

An appealing consumer shopping experience has been an imperative facet that drives the success of any business organisation. Nowadays, marketing researchers are mostly focusing on consumers' digital buying behaviour and experience (Nambisan & Watt, 2011). The online web portals are being designed in such a way that they are dynamic and more interactive by offering a high-quality interface to the buyers. The consumer's digital buying attitude is extremely influenced by their shopping experience (Bridges & Florsheim, 2008). Mosteller *et al.* (2014) identified the implication of the digital shopping experience by stating that added scrutiny is essential to analyse the effect of key variables on the digital consumer's experience. Rod *et al.* (2009) stated that reliable response, attentiveness and ease of use

are the dimensions influencing consumers' digital shopping experience and satisfaction. Tandon and Ertz (2022) identified that social influence, reverse logistics and point of delivery have a significant positive impact on customer satisfaction. Perceived enjoyment occurred to be the strongest predictor of online shopping satisfaction. However, social media interactions appeared to be insignificant.

According to Verhoef *et al.* (2009), the online buyer's experiences are based on the facets such as cognitive, mental, societal, effective and feeling retorts towards the websites. Such experiences are caused through the facets that are measured by the e-vendor as well as the problems which are out of the reach of the online vendors. Brewer and Sebby (2021) stated that COVID-19 risk perception has a positive relationship with consumers' perception of convenience and purchase intentions when ordering food online. Consumer experience towards the online vendor assorts from data search to obtaining the product, and post-purchase experiences on different digital platforms (Zafer, 2020). Therefore, the study articulates the related literature on the factors related to consumers' experience in the digital shopping context and purchase decisions. The factors assessed are website aesthetics, accessibility, trust, price offerings, security, delivery, and quality.

## Purchase Decision

The Internet and communication technology have been dynamically rising and becoming available to the whole world. Therefore, it is crucial to shift the attention from examining the adoption of digital shopping towards exploring the digital consumer's genuine behaviour (Liao *et al.*, 2017). Conferring to Soares *et al.* (2022), perceived usefulness has a positive relationship with online purchase intent, and perceived ease of investment has a significant positive association with perceived usefulness and online purchase intent. It is essential to recognise the buyers through their likenesses and divide them based on the dimensions that are exploding while making an online buying decision (Katta & Patro, 2020). It is the satisfaction derived from a comparison of consumer expectations and experience (Khristianto *et al.*, 2012). With the variation of product categories and the growth of information technology, consumers are being more cautious to obtain information about products from websites, getting recommendations from friends to make a comparison has become a favourable approach for customers while making an online shopping decision (Patro, 2018).

According to Kim, *et al.* (2008), consumers perceive certain benefits through digital shopping. These benefits enhance the consumers' online shopping experience and enable them to make purchase choices (Karimi *et al.*, 2018). Patro (2022) found that the major factors influencing the purchase decision are personal benefits, website features, promotional features, product information and social characteristics. Moreover, motivating factors have a significant impact on the online purchase behaviour of consumers. Forsythe *et al.* (2006) stated that the advantage of making an online purchase is the customer's awareness of shopping through digital platforms.

## Website Aesthetics

Website aesthetics is an imperative dimension that stimulates consumers towards digital shopping. To fascinate consumers from conventional stores to digital stores, an appealing design of the e-vendor website is essential (Katta & Patro, 2020). An elegant website offers necessary information to the buyers that increase the sales volume and reputation of the e-vendor (Lim *et al.*, 2016). The retailer's website aesthetics can be well thought-out as a motivational factor which generates positive or negative spirits towards the online sites (Patro, 2017). Lee and Lin (2005) stated that a well-designed website having quality features can lead consumers towards successful transactions and make the consumers repurchase from the trader's online site. Hasan (2016) found that the effects of visual, navigational, and informational characteristics have a significant negative impact towards perceived irritation in the context of digital shopping. A website with a decent design required information, and the quality of service provided to the consumers are key parameters to get success (Sharma & Lijuan, 2015). An appealing website must stress serviceability by providing effective design aesthetics that reflect a strong brand image and can fascinate buyers to revisit the digital store (Díaz & Koutra, 2013). The

buyers judge their online shopping experience over a website to assess the digital store's overall service quality (Shi *et al.*, 2020). Therefore, the website's quality plays a significant part in influencing digital shoppers' purchase decisions.

## Accessibility

Accessibility is related to the different facilities offered by online retailers in reducing time and effort during the transaction process. The facilities like product search and payment process decrease the consumer's effort while shopping and create an intention to purchase digitally (Elwalda *et al.*, 2016). The shopper's perception towards convenience has been one of the significant dimensions of digital shopping (Rao & Patro, 2017). Digital ordering is more convenient than purchasing from traditional stores as online traders have been discriminating themselves by accenting on accessibility features to the consumers (Brashear *et al.*, 2009). Accessibility has remained a major motivational factor influencing the consumer's liking and awareness to buy digitally (Choudhury & Karahanna, 2008). Seiders *et al.* (2007) stated that convenience collectively with satisfaction creates a significant impact on consumers' future purchase intentions. Accessibility to shopping digitally enables consumers to save time, resolve parking difficulties, avoid crowded markets, and make a purchase anytime anywhere without stress.

## Trust

Trust signifies the credibility of the online vendor in processing the orders fairly, delivering the products promptly and securing personal information (Katta & Patro, 2017b). Wu *et al.* (2018) stated that trust is the belief, sentiment, confidence and anticipation of the consumer's purchase intention or behaviour. Reliability has a direct positive impact on perceived service quality and customer satisfaction (Devaraj *et al.*, 2006). Online vendors should facilitate error-free services and secure online transactions to make the consumers feel more contented (Fei & Liat, 2015). Trust is a key feature which enables the consumer to decide on purchasing from a particular e-store (Fortes *et al.*, 2017). Sethuraman and Thanigan (2019) specified that trust is the highly influencing variable to make a repurchase from the online store. Chang *et al.* (2013) identified that a lack of trust towards the online store is a key barrier in increase consumer experience from e-commerce sites. Trust supports condensing the ambiguity when there is insufficient knowledge amid the consumer and transaction security mechanism. Digital shopping embraces trust between online merchants and online buyers. Likewise, between the online shopper and the computer where the transaction is performed (Chauhan & Nayyar, 2020). So, when consumers' trust towards online stores increases when they perceive them to be consistent, genuine and loyal.

## Price Offerings

Pricing plays a vital role in analyzing the consumers' perception towards digital shopping. It involves examining the buyer's perception of saving money while making a digital purchase when compared to a physical purchase (Mee & Huei, 2015). Usually, consumers mainly concentrate on the products that are available at low prices (Jadhav & Khanna, 2016). However, the e-vendors adopt price rebates/discounts as a means of promoting devices to attract more consumers (Erdoğan & Çiçek, 2011). Katta and Patro (2016) identified that consumers focus on products with lower prices as they do not want to buy the products at a higher price. Baubonienė and Gulevičiūtė (2015) found that the facility to compare the competitive prices of similar products and purchase them at the cheapest price is the most valuable feature in the digital shopping context. Online marketers offer products at relatively low prices as the maintenance cost of online sites is less than the conventional retail outlets thus, enabling the consumers to save money (Gupta & Khincha, 2015). Therefore, the competitive prices offered by online traders and lesser search costs are the key considerations for consumers to make a purchase decision from online stores.

## Security

The security facilities provided by online merchants are related to protecting the consumer while using credit/debit cards or financial information that encourages the consumer to shop online (Baubonienė & Gulevičiūtė, 2015). Chen and Barns (2007) found that upgradation in security mechanisms increases consumers' confidence in online stores. Though online traders are adhering to the scientific way of security and privacy system created upon technological and legal guidelines, the buyer's intellect is essential to develop trust for making digital transactions. Sankar (2015) identified that a lack of confidence in the security of the website is one of the most discouraging features influencing rural consumers to make online purchases. With the current advancement in digital payment mechanisms, digital shoppers are less concerned about the security system of electronic interactions and privacy issues (Patro, 2019). Whenever consumers purchase products from a digital store, this involves entering their data like name, address, contact number, credit/debit card information, etc. (Holloway & Beatty, 2008). Therefore, online vendors need to focus on assurance and security aspects for enhancing the website's integrity and service quality (Wang *et al.*, 2015). Consumers are mostly concerned regarding the protection provided by digital stores against fraud caused during and after an online transaction is performed. To eradicate such consumer privacy concerns, several digital market service providers have developed rigorous privacy policies.

## Delivery

The delivery of products ordered through digital mode serves as one of the significant factors to enhance consumers' experience while making an online purchase decision. The speed of delivering the ordered items is a vital element considered by buyers while making online purchases. Guaranteeing the delivery of products within the specified time and providing an effective return policy would encourage buyers to repurchase from digital stores (Patro, 2017). Xu and Paulins (2005) stated that the facility of an easy return policy offered by online traders influences the consumer's willingness to purchase products through the Internet. Katta and Patro (2019) explored that digital stores should necessarily provide the facilities like affluence to place and cancel orders, easy product returns, refund of money, and timely delivery of orders. Digital stores can compete with traditional stores concerning several product groups and also have the benefits of digital products like newflash and information (Schaupp & Bélanger, 2005). In the digital shopping context, ignoring the buyer's enquiries and delayed delivery may lead to their dissatisfaction (Liu *et al.*, 2008). Henceforth, online traders have to primarily focus on certain issues like prompt delivery of products and responding quickly to customers' complaints and inquiries.

## Quality

The quality of products/services offered by digital marketers shows a positive influence on the consumer's experience and satisfaction (Lin *et al.*, 2011). The quality perceived by the consumer is referred to as the decision on the overall quality of the product (Seyed *et al.*, 2011). Increased product quality and minimised product cost are regarded as the significant factors influencing the feat of digital shopping platforms (Patro, 2016). Khristianto *et al.* (2012) stated that product performance is one of the controlling elements associated with the consumer's satisfaction in digital shopping mode. The quality of service provided to the consumers determine the consumer's loyalty and relationship with online traders. They offer extraordinary service quality to meet the buyer's expectations and increase their satisfaction (Patro, 2018). Guo *et al.* (2012) articulated that service quality is construed as the support provided by digital traders for the effective purchase, shipping and delivery of products. By assessing the information either through formal or informal platforms, online traders are increasing the buyer's expectations and adding value to the services provided to them (Jaiswal & Singh, 2020). Therefore, it is essential to improve the quality of business transactions and ensure providing the finest service quality to the consumers making a digital purchase.

It is apparent from the above literature related to online customer experience affecting purchase decisions in e-retailing is sparse. The insights developed through various studies in India or overseas are limited in their implication when practically applied to the Indian situation owing to the disparities in the business environment, thus avoiding the direct application of their conclusions in the Indian milieu. This specifies a noticeable gap in the literature and affords a research opportunity that primarily emphasises discriminators based on the consumer's experience to achieve a competitive advantage in the long run for the e-vendors. Thus, online vendors must recognise the various factors affecting the consumer's purchase decision. Hence, the study emphasises analysing the factors related to consumers' digital shopping experience affecting the online purchase decision.

## RESEARCH OBJECTIVES AND HYPOTHESIS

The specific objective of the research is to analyse the various factors of consumers' digital shopping experience influencing their purchase decision.

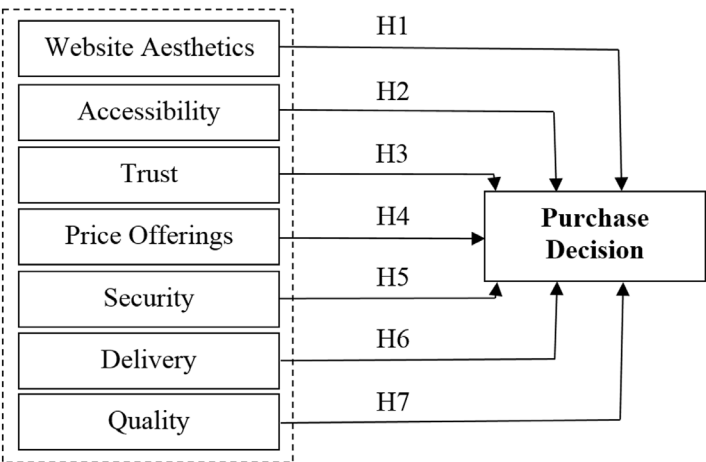
The study formulated the following hypotheses based on the above-stated literature:

- H1:** Website aesthetics have a significant association with consumers' purchase decisions.
- H2:** Accessibility has a significant association with consumers' purchase decisions.
- H3:** Trust has a significant association with consumers' purchase decisions.
- H4:** Price Offerings have a significant association with consumers' purchase decisions.
- H5:** Security has a significant association with consumers' purchase decisions.
- H6:** Delivery has a significant association with consumers' purchase decisions.
- H7:** Quality has a significant association with consumers' purchase decisions.

## RESEARCH MODEL AND MEASUREMENT SCALES

Based on the findings of the previous research, the consumers' digital shopping experience is referred to as the factors influencing the purchase decision. The seven factors identified are website aesthetics, accessibility, trust, price offerings, security, delivery, and quality. The conceptual model of factors influencing consumers' digital shopping experience on the purchase decision is shown in Figure 1.

Figure 1. A Conceptual Model



The construct measurement scales and the references are presented in Table 1.

## METHODOLOGY

The study collected and analysed the data from primary and secondary sources. The secondary data includes market research reports, annual reports, journals, magazines, and online vendor websites. The primary data source is adopted to conclude from the obtained responses. The study considers the opinions of individual consumers above 18 years of age from Visakhapatnam city. The responses are collected through online mode from buyers who often visit e-shopping websites. The snowball sampling method was adopted to get the opinions of the respondents and thus, the sample size is 346 was determined based on the Krejcie and Morgan (1970) table. To get the required information, a structured questionnaire was developed and sent through e-mail. The questions are measured using a 5-point Likert scale ranging from ‘strongly agree’ to ‘strongly disagree’. To serve the purpose of the research, a statistical package IBM SPSS version 24 was used. The study used descriptive statistics to analyse the shopping patterns of consumers’ shopping experiences on the digital platform. Exploratory principal component factor analysis with structural equation modelling technique was adopted to observe the relationship between the consumer experience on the online platform and purchase decision.

**Table 1. Construct Measurement Scales**

Construct	Measurement Scale	References
Website Aesthetics	<ol style="list-style-type: none"> <li>1. Website offers a user-friendly interface</li> <li>2. Website displays better-quality content</li> <li>3. Website provides quick access to text and graphics</li> <li>4. Website uses interactive and lively features</li> </ol>	Katta & Patro (2020); Lim <i>et al.</i> (2016); Sharma & Lijuan (2015)
Accessibility	<ol style="list-style-type: none"> <li>1. Products can be bought from any place and anytime</li> <li>2. Provides comprehensive product information</li> <li>3. Extensive product choice and comparison</li> <li>4. Possibility of family/friend’s participation at no cost</li> </ol>	Elwalda <i>et al.</i> (2016); Rao & Patro (2017); Patro (2016)
Trust	<ol style="list-style-type: none"> <li>1. Maintains effective supply chain mechanism</li> <li>2. Provides error-free transactions</li> <li>3. Consumers’ grievances are solved honestly</li> <li>4. Provides balanced product endorsements</li> </ol>	Fei & Liat (2015); Lee <i>et al.</i> (2011); Katta & Patro, 2017b
Price Offerings	<ol style="list-style-type: none"> <li>1. Products are available at a reasonable cost</li> <li>2. Offers discounts/special prices to buyers</li> <li>3. Availability of various online payment options</li> <li>4. Facilitates after-delivery payment option</li> </ol>	Mee & Huei (2015); Gupta & Khincha (2015); Katta & Patro (2016)
Security	<ol style="list-style-type: none"> <li>1. Provides effective payment gateway mechanism</li> <li>2. Offers adequate security options to consumers</li> <li>3. Maintains confidentiality of personal information</li> <li>4. Shopping can be done in the privacy of the consumer</li> </ol>	Wang <i>et al.</i> (2015); Sankar (2015); Patro (2019)
Delivery	<ol style="list-style-type: none"> <li>1. Products are delivered within the specified time</li> <li>2. The dispatched products are well packaged</li> <li>3. Products ordered and delivered are exactly matched</li> <li>4. Provides an effective shipment tracking system</li> </ol>	Katta & Patro (2019); Liu <i>et al.</i> (2008); Patro (2017)
Quality	<ol style="list-style-type: none"> <li>1. Effective product return and exchange policy</li> <li>2. Reimbursement to the consumer if they incur any loss</li> <li>3. Suggests products based on past purchase</li> <li>4. Provides Help/FAQ provision to the consumer</li> </ol>	Jaiswal & Singh (2020); Patro (2018); Wolfenbarger & Gilly (2003)
Purchase Decision	<ol style="list-style-type: none"> <li>1. Satisfied with the services delivered by e-traders</li> <li>2. Buying experience on the digital platform is enjoyable</li> <li>3. I prefer to purchase products in digital mode</li> </ol>	Patro (2018); Khristianto <i>et al.</i> (2012); Katta & Patro (2020)

## RESPONDENTS' DEMOGRAPHIC CHARACTERISTICS

The demographic characteristics of the respondents comprising the information related to gender, age-wise classification, educational status, and occupation were analysed and the results are presented in Table 2. The statistics reveal that 51.7% of the respondents are male whereas, 48.3% are female respondents. It can be observed that the majority of the respondents representing 35.8% are in the range of 18-25 years of age while 27.7% are in the range of 26-35 years. There are 16.7% of respondents in the range of 36-45 years. It can be observed that 41.6% are undergraduate respondents, 36.6% are postgraduate respondents, and 12.4% are M.Phil./Ph.D respondents. Regarding occupation, 39.3% of the online shopping participants are students and 46.8% are employees. Of the respondents representing 4.6% belong to the business category, 6.4% are homemakers, and only 2.9% are professionals.

## STATISTICAL ANALYSIS AND RESULTS

The descriptive statistics of the consumer's digital shopping experience and its effect on their purchase decision are analysed. The seven factors influencing the consumers' online purchase decision, mean scores, factor loadings, and validities are shown in Table 3. Out of the seven factors, delivery is highly rated with a mean value of 4.01. The second highly influential factor is accessibility (3.97) while the third most influential factor is website aesthetics (3.96). The factors security (3.90), price offerings (3.87), trust (3.85), and quality (3.80) also have a significant effect on the consumer's online purchase decision.

**Table 2. Demographic Status of the Respondents (n=346)**

Demographic Factor		Frequency	Per cent (%)
Gender	Male	179	51.7
	Female	167	48.3
Age	18 - 25 years	124	35.8
	26 - 35 years	96	27.7
	36 - 45 years	58	16.7
	46 - 55 years	40	11.5
	56 - 65 years	24	6.9
	Above 65 years	4	1.1
Educational Status	SSC	12	3.4
	Inter/12 <sup>th</sup>	21	6.3
	Under Graduate	144	41.6
	Post Graduate	126	36.4
	M.Phil./Ph.D.	43	12.4
Occupation	Student	136	39.3
	Employee	162	46.8
	Business	16	4.6
	Professional	10	2.9
	Homemaker	22	6.4

Source: Primary Data

**Table 3. Descriptive Statistics, Factor Loadings and Validities**

Variables	Mean	FL	AVE	CR	CA
<b>Website Aesthetics</b>	<b>3.96</b>		<b>0.587</b>	<b>0.850</b>	<b>0.731</b>
1. Website offers a user-friendly interface	4.11	.798			
2. Website displays better-quality content	4.04	.730			
3. Website uses interactive and lively features	3.85	.811			
4. Website provides quick access to text and graphics	3.82	.721			
<b>Accessibility</b>	<b>3.97</b>		<b>0.656</b>	<b>0.883</b>	<b>0.763</b>
1. Products can be bought from any place and anytime	4.05	.891			
2. Extensive product choice and comparison	4.01	.876			
3. Provides comprehensive product information	3.96	.761			
4. Possibility of family/friends participation at no cost	3.87	.695			
<b>Trust</b>	<b>3.85</b>		<b>0.517</b>	<b>0.809</b>	<b>0.817</b>
1. Maintains effective supply chain mechanism	3.97	.660			
2. Provides error-free transactions	3.89	.819			
3. Consumer's grievances are solved honestly	3.73	.713			
4. Provides balanced product endorsements	3.81	.673			
<b>Price Offerings</b>	<b>3.87</b>		<b>0.542</b>	<b>0.824</b>	<b>0.850</b>
1. Facilitates after-delivery payment option	4.05	.731			
2. Availability of various online payment options	3.96	.842			
3. Products are available at a reasonable cost	3.78	.697			
4. Offers discounts/special prices to buyers	3.69	.663			
<b>Security</b>	<b>3.90</b>		<b>0.530</b>	<b>0.818</b>	<b>0.861</b>
1. Shopping can be done in the privacy of the consumer	3.99	.761			
2. Provides effective payment gateway mechanism	3.96	.793			
3. Offers adequate security options to consumers	3.88	.660			
4. Maintains confidentiality of personal information	3.76	.690			
<b>Delivery</b>	<b>4.01</b>	.752	<b>0.576</b>	<b>0.844</b>	<b>0.810</b>
1. Provides an effective shipment tracking system	4.16	.666			
2. The dispatched products are well packaged	4.04	.819			
3. Products are delivered within the specified time	3.96	.790			
4. Products ordered and delivered are exactly matched	3.85				
<b>Quality</b>	<b>3.80</b>		<b>0.553</b>	<b>0.832</b>	<b>0.760</b>
1. Suggests products based on past purchase	3.92	.741			
2. Effective product return and exchange policy	3.83	.718			
3. Reimbursement to consumers if they incur any loss	3.78	.794			
4. Provides Help/FAQ provision to the consumer	3.68	.719			
<b>Purchase Decision</b>	<b>3.91</b>		<b>0.557</b>	<b>0.790</b>	<b>0.745</b>
1. Satisfied with the services delivered by e-traders	4.01	.763			
2. Buying experience on a digital platform is enjoyable	3.92	.744			
3. I prefer to purchase products in digital mode	3.81	.731			

Note: FL-Factor Loadings, AVE-Average Variance Extracted, CR-Composite Reliability, CA-Cronbach's Alpha  
Source: Primary Data

In the case of website aesthetics, the website offers a user-friendly interface is a highly rated variable with a mean value of 4.11, followed by the website provides quality content (4.04), the website uses interactive and lively features (3.85), and the website provides quick access to text and graphics (3.82). For the factor accessibility, products can be bought from any place and anytime (4.05) is the most influential variable. Extensive product choice and comparison (4.01), Providing comprehensive product information (3.96), and the Possibility of family/friend participation at no cost (3.87) are also significantly influential variables. The factor trust states that maintaining an effective supply chain mechanism is the utmost influential variable with a mean value of 3.97. The other variables influencing

the consumer's purchase decision include providing error-free transactions (3.89), providing balanced product endorsements (3.81), and consumer's grievances being solved honestly (3.73) respectively.

Regarding price offerings, facilitates after delivery payment option (4.05) is a highly rated variable followed by the availability of various online payment options (3.96), products are available at a reasonable cost (3.78), and offers discounts/special prices to buyers (3.69). The respondent's opinion towards the factor security reveals that shopping can be done in the privacy of the consumer is the most influential variable with a mean value of 3.99. Providing an effective payment gateway mechanism (3.96), offering adequate security options to consumers (3.88) and maintaining the confidentiality of personal information (3.76) are other significant influential variables to shopping digitally. Regarding delivery, providing an effective shipment tracking system is the most influential variable with a 4.16 mean score. The other positively rated variables are the dispatched products are well packaged (4.04), products are delivered within the specified time (3.96), and products ordered and delivered are exactly matched (3.85).

The factor quality states that the variable suggests products based on past purchases (3.92) is a highly influential variable to shop online. The variables are effective product return and exchange policy (3.8), reimbursement to the consumer if they incur any loss (3.78), and providing Help/FAQ provision to the consumers (3.68) respectively. The purchase decision factor reveals that satisfaction with the services delivered by e-traders is the highest-rated variable with a mean value of 4.01. The variables buying experience on the digital platform is enjoyable and I prefer to purchase products through digital mode also show positive mean scores of 3.92 and 3.81 respectively. Thus, it can be observed that all the factors related to the consumer digital shopping experience show a positive impact on the purchase decision.

The study applied a structural equation model (SEM) technique to test the hypotheses. For this purpose, a confirmatory factor analysis was conducted to assess the construct's validity along with factor loadings (FL), composite reliability (CR), and average variance extracted (AVE) as presented in Table 4. According to Cheung (2000), the constructs having more than 0.5-factor loadings on their expected factor are valid for research. The AVE which is used to measure the variance to the measurement error captured by the indicators is greater than the cut-off value of 0.5. Furthermore, the reliability is measured employing composite reliability (CR) and Cronbach's alpha (CA) shows that all constructs have acceptable scores of above 0.7. All the scale items are statistically significant at 0.05 level stating that the data has decent convergent validity.

Table 3 presents the summarized analysis of the square root of each factor's AVE and its correlation coefficients with other factors. It can be observed that the square root of each factor's AVE is more than its corresponding correlation coefficients with other factors, showing a decent discriminant validity.

To test the association between the empirical data and the proposed model, SPSS Amos is used. The model includes 31 variables relating to eight factors viz., website aesthetics, accessibility, trust, price offerings, security, delivery, quality and purchase decision. The analysis related to the model fit of the research model is tabulated in Table 5. All the fit indices values are acceptable as they

**Table 4. Correlation coefficient matrix and roots of the AVEs (Shown as diagonal elements)**

		1	2	3	4	5	6	7	8
1	Website Aesthetics	<b>0.587</b>							
2	Accessibility	0.391	<b>0.656</b>						
3	Trust	0.080	0.521	<b>0.517</b>					
4	Price offerings	0.050	0.374	0.459	<b>0.542</b>				
5	Security	0.129	0.517	0.361	0.521	<b>0.530</b>			
6	Delivery	0.404	0.354	0.434	0.518	0.513	<b>0.576</b>		
7	Quality	0.258	0.512	0.428	0.527	0.572	0.518	<b>0.553</b>	
8	Purchase Decision	0.312	0.407	0.382	0.502	0.522	0.469	0.421	<b>0.557</b>

**Table 5. Summary of Fit Indices**

Fit Indices	$\chi^2/df$	RMSEA	GFI	AGFI	CFI	NFI	NNFI	IFI
Recommended Value	<3	<0.08	>0.90	>0.80	>0.90	>0.90	>0.90	>0.90
Values in the Study	2.62	0.054	0.902	0.83	0.95	0.93	0.94	0.95

are within the recommended values stating an adequate model fit amid the research model and the observed figures.

Table 6 projects the ANOVA test results indicating that the factors of website aesthetics ( $F=14.975$ ,  $p=0.011<0.01$ ), accessibility ( $F=5.600$ ,  $p=0.009<0.01$ ), trust ( $F=20.313$ ,  $p=0.000<0.01$ ), price offerings ( $F=21.695$ ,  $p=0.024<0.01$ ), security ( $F=64.740$ ,  $p=0.000<0.01$ ), delivery ( $F=55.647$ ,  $p=0.017<0.01$ ), and quality ( $F=42.471$ ,  $p=0.022<0.01$ ) have a significant positive association with the consumer's online purchase decision. Thus, it can be determined that the identified seven independent factors have a significant influence on consumers' digital purchase decisions. Figure 2 depicts the model outcome,  $R^2$  and  $Q^2$  values. However, the paths are significant at  $p < 0.01$  level.

The coefficient values for each factor concerning a consumer's purchase decision are presented in Table 7. It is found that website aesthetics ( $\beta=0.317$ ,  $p=0.001<0.01$ ), accessibility ( $\beta=0.209$ ,  $p=0.015<0.05$ ), trust ( $\beta=0.161$ ,  $p=0.013<0.05$ ), price offerings ( $\beta=0.181$ ,  $p=0.016<0.05$ ), security ( $\beta=0.204$ ,  $p=0.001<0.01$ ), delivery ( $\beta=0.254$ ,  $p=0.000<0.001$ ), and quality ( $\beta=0.172$ ,  $p=0.021<0.005$ ) shows significant positive beta coefficients concerning consumer's purchase decision. The results specify that all seven factors have a significant positive association with the consumer's digital purchase decisions supporting the hypothesis H1, H2, H3, H4, H5, H6, and H7. The findings

**Table 6. Results of the ANOVA Test**

Model		Sum of Squares	df	Mean Square	F	Sig.
Website Aesthetics	Regression	32.630	4	8.158	14.975	.011 <sup>b</sup>
	Residual	240.227	441	.545		
	Total	272.857	445			
Accessibility	Regression	22.400	4	5.600	8.583	.009 <sup>b</sup>
	Residual	287.750	441	.652		
	Total	310.150	445			
Trust	Regression	28.826	4	7.207	20.313	.000 <sup>b</sup>
	Residual	156.458	441	.355		
	Total	185.284	445			
Price offerings	Regression	40.771	4	10.193	21.695	.024 <sup>b</sup>
	Residual	207.188	441	.470		
	Total	247.960	445			
Security	Regression	84.712	4	21.178	64.740	.000 <sup>b</sup>
	Residual	141.135	441	.320		
	Total	225.847	445			
Delivery	Regression	74.070	4	18.517	55.647	.017 <sup>b</sup>
	Residual	143.356	441	.325		
	Total	217.426	445			
Quality	Regression	46.246	4	15.127	42.471	.022 <sup>b</sup>
	Residual	164.546	441	.402		
	Total	271.264	445			

Predictors: Purchase Decision

Figure 2. Model Outcome (\*  $p < 0.05$ ; \*\*  $p < 0.01$ )

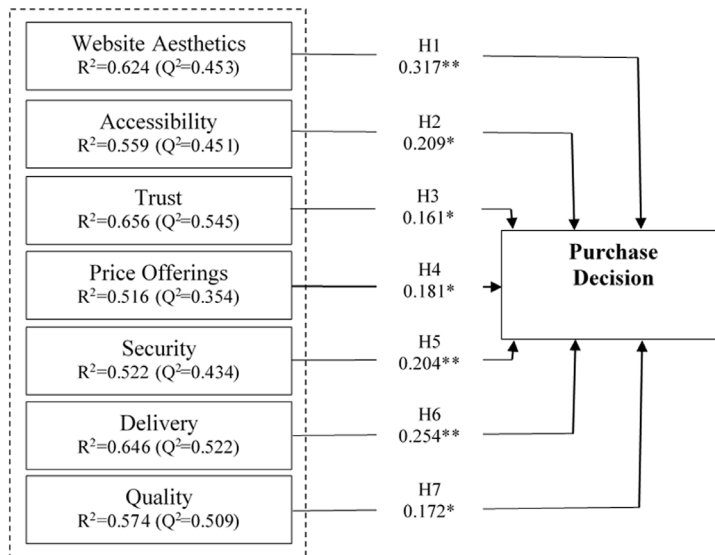


Table 7. Results of Hypotheses Test

Hypothesis	Path	Coefficients	S.E.	T value	Sig.	Remarks
H1	Website Aesthetics – Purchase Decision	0.317	0.096	3.283	0.001	Supported
H2	Accessibility – Purchase Decision	0.209	0.085	2.446	0.015	Supported
H3	Trust – Purchase Decision	0.161	0.065	2.498	0.013	Supported
H4	Price offerings – Purchase Decision	0.181	0.074	2.417	0.016	Supported
H5	Security – Purchase Decision	0.204	0.061	3.318	0.001	Supported
H6	Delivery – Purchase Decision	0.254	0.062	4.111	0.000	Supported
H7	Quality – Purchase Decision	0.172	0.058	2.462	0.021	Supported

of the study can be useful for online vendors to improve their service offerings by installing dynamic information and knowledge management systems with higher competencies to augment the consumer's digital shopping experience.

As hypothesised, website aesthetics, accessibility, trust, price offerings, security, and delivery significantly influence consumers' digital shopping experience and purchase decisions. Specifically, website aesthetics and delivery are found to have a higher influence on the consumer's online purchase decision. This implies that consumer purchase decisions shall be affected by the credibility of digital service providers. The other factors security, price offerings, accessibility, and quality are also positively influencing factors of consumer online purchase decisions.

## CONCLUSION AND MANAGERIAL IMPLICATIONS

In the current scenario, digital shopping has gained considerable importance with the adoption of innovative business models and converging on an inclusive marketing chain. The consumer's preferences and prospects are changing day to day and are also influenced by several benefits offered by digital vendors. Due to the increased work burden, lack of time, multiple roles in life, and various uncertainties, consumers are opting for digital facilities rendering to their ever-changing necessities

and desires. The study concludes that the consumers have a good digital shopping experience and positive opinions towards making an online purchase. The results state that the highly influential factor is delivery followed by accessibility, website aesthetics, security, price offerings, trust and quality.

Nevertheless, there are some perspectives wherein certain developments are to be made for achieving sophisticated quality insights into the digital shopping experience of consumers. The e-retail websites can offer advanced services such as live chat, and 24/7 customer interaction, provide more genuine and reliable reviews and ensure a secured payment system. The administrators should initiate effective cyber law with hostile strategies contrary to the retailer's deceptions. Such legal provisions should avert online traders from using and sharing consumer information for any other purposes with outsiders. Additionally, the e-traders can provide product information in regional languages on their websites to enable the buyer's place orders easily and quickly.

## **LIMITATIONS AND FURTHER RESEARCH**

The study was developed judiciously to analyse the consumer's digital shopping experience and purchase decision. However, there are certain limitations which were inevitable owing to the accessibility to some aspects. Consumer experience and purchase decision are extensively notable dimensions; therefore, it was difficult to examine all the features as this needs a weighty questionnaire and extensive time for exploring these dimensions. Moreover, the research includes online consumers from the Visakhapatnam district only and hence, cannot be generalised for the total population of the state or country. As far as further research is concerned, the study recommends exploring the other aspects of consumers' digital shopping experience and also focusing on the consumer's post-purchase behaviour. The areas related to the relationship between socioeconomic conditions and consumer satisfaction are not investigated, hence, efforts can be made to develop research in such areas.

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