Role of Designing: Examining the Role of Web Atmospherics on Consumer Experience

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Abstract

This research aims to uncover the components of the online experience that facilitate customer engagement and how they affect consumers' decision-making. Online retailers are constantly searching for new methods to draw in more clients and, in turn, improve their purchase intentions as the online shopping market gets more competitive.Offering an online shopping environment with improved atmospherics and less visual complexity is one technique to encourage the intention to return. Analysing atmospherics in the digital age yields significant insights since services are intangible. E-commerce companies enhance the visual design of their websites to entice customers to make purchases.This manuscript aimed to primarily explore the function of atmospherics in the service encounter, with a particular focus on atmospherics' impact on the consumer's decision-making process. The results of this study demonstrate that web administrators ought to devote more resources to the hints that raise the suspense factor of Web portal atmospherics. This study expands the researchers' present understanding of e-retailing and online purchasing behaviour and is also helpful for online businesses in designing web portals.

Keywords: online retailing, website atmospherics, visual complexity, online shopping, e-commerce.

Introduction

Shoppers are increasingly using mobile devices, especially smartphones, for their online purchases instead of utilizing stationary personal computers (PCs) as per current retail trends.There are two changes in business-to-consumer internet commerce: The first is the shift from the consumer to the computer user, and the second is the physical store becoming an information technology-heavy phenomenon-a website. The first transition created a new, dual role for consumers and computer users that is fundamentally complex and currently little understood. Store technology is the subject of the second change. In the realm of physical commerce, consumers typically cannot see the information technology employed in a business; nevertheless, with e-commerce, this technology is now prominent.

In today's era, the gap between customers and physical products is diminishing due to the emerging online shopping websites and online payment applications including mobile wallets (GPay, Phonepay) and credit cards. As per many studies, consumers prefer shopping online, however, the web atmospherics affect consumers' purchasing decisions and their shopping experience. The web atmospherics affect the consumers' mood and their shopping experience, which in turn affects their likelihood of returning to shop from the website and recommending the website to others. The purchasing decisions are influenced majorly by web atmospherics.

Web atmospherics is the term used to describe aspects of websites that can be managed by a seller in order to affect a consumer's purchasing experience. These aspects include the design of a website, layout of a website, font, quality of images, music, and many more.

Despite the difference between online and physical shopping, atmospherics function in a manner equivalent to those in a physical store and have a major impact on consumer's purchasing decisions. Web-based sellers have an obligation to make sure that the consumers receive the most compelling atmospherics that let them have satisfaction with their shopping experience. In order to create compelling web atmospherics, it is necessary to create an appealing interface design for the web page that uses suitable colours and facilitates easy surfing.

These days, a lot of websites have updated features on their web pages such as easy browsing, AI assistance, live chat support, easy return and refund policies, get full product details that support consumers in online shopping. All these features lead to creating better web atmospherics and thus have a positive impact on the consumers' purchasing decisions.

Objectives of Study

➢ To examine the role of design of a website on consumer experience
➢ To know the impact of web atmospherics on consumer purchasing intention
➢ To examine the Relationship between Website Satisfaction and Purchase Intention

Literature Review

Mehrabian and Russell (1974) developed The S-O-R framework to describe the impact of environmental stimuli (S), which affect organisms (consumers; O) and result in approach or avoidance response (R) behaviors." This paradigm proposes that experiences like pleasure, arousal, and dominance are stimulated by physical stimuli including color, scent, music, and illumination.

Kim et al (2009) examined how web atmospherics affected customer reactions. Two primary components of web atmospherics that have been considered are music and product presentation. According to the study's conclusions, customers' emotional, cognitive, and conative reactions are greatly enhanced by product presentation, but their reactions are unaffected by music. The findings suggest that using cues from websites can enhance emotional reactions, which in turn influence purchasing behavior.

Ha and Lennon (2010) claimed that sensory elements of the daily environment are among these bodily stimuli. The reaction could show up as intents to buy and/or repurchase items as well as

searches for stores. Numerous research have confirmed the S-O-R framework by pointing out that people's behavior is influenced by their surroundings (Ha & Lennon, 2010; Mummalaneni, 2005).

Rayburn and Voss (2013) found that the atmospheric web is impacted by various factors such as the website's effectiveness, ease of navigation, entertainment value, and information quality. Dailey (2004) claims that conceptual models explain how atmospheric websites affect users. These two models, which make use of the stimulus-organism-response paradigm, propose that atmospheric cues modify consumers' perceptions and influences. It is therefore suggested that customers' influence and cognition will affect how they behave toward the website. According to a small body of empirical study, a website's atmosphere actually has a big impact on users' behavioral intentions by altering their level of influence, particularly pleasure (Dailey, 2004b).

Kim et al 2015 aimed to investigate the relationship between atmospheric elements that have varying degrees of task relevance on the websites of luxury fashion brands and how they affect consumers' attitudes toward the site and brand. This research is crucial to developing effective e-retailing strategies.

Laroshe et al 2022 focused on internet selling and recognizes dynamic graphics as a crucial atmospheric cue for the internet. This study investigates the impact of animation on emotional and cognitive processes using an extended Stimulus-Organism-Response (SOR) paradigm. Studies have shown that the use of moving pictures on websites as opposed to static ones creates a more positive atmosphere. Higher levels of pleasure are the driving force behind this impact, which is in line with earlier research in the traditional retailing setting that suggests ambient cues evoke the consumer's emotional state.

Saoula et al 2023 investigated how customer e-trust and e-retention in online buying is influenced by website design, reliability, and perceived simplicity of use as engagement motivating factors.

Research Methodology

Secondary sources of data and information served as the study's foundation. To ensure the effectiveness of the study, a variety of books, journals, newspapers, and pertinent websites have been studied. This study focuses on descriptive research design.

Role of Website Designing on Consumer Experience

The layout of a website is the most important aspect of web atmospherics that ultimately affects the experience of its consumers. The layout of a website establishes an identity and a website's brand where viewers desire to be consumers. Therefore, the sellers must try to create such web atmospherics that can have a positive impact on the consumer.

Moving on to the next aspect of web atmospherics, i.e. Music, incorporating it in video marketing or online advertising, can have an appealing effect on the consumer's experience. An advertisement's emotional tone can be effectively set with music. When the target audience hears

advertisements with fast-paced music, it helps them become excited and shop from the particular website.

The website's online appealing design is equally crucial as that of a physical store. When goods are stuffed onto an ill-designed web page, consumers will click away immediately. Apart from the design of the website, colors, and fonts are also important aspects of web atmospherics that highly influence the consumer's experience. Images are more important in web atmospherics even than the text itself. That's why it is important to take into account not only the quality of products but also the colors, fonts, quality of images, and structure of the website when creating an appealing web atmosphere that appeals the consumers and tempts them to continue browsing.

Words as well as images make up the majority of the content on the internet when it comes to website layout. Selecting a good design, content that is highly contrasted, and a colour palette that resonates well with the website's identity is crucial while choosing the various aspects of web atmospherics as it plays a major role in influencing the consumer's purchase decision and shopping experience as well.

Web Atmospherics and Consumer Purchasing Intention

Applying atmospherics to the context of online purchasing, web atmospherics is defined as "the deliberate creation of web environments to elicit favorable responses among users to boost positive customer reactions (Dailey, 2004).

"The assessment of products and services done by consumers in line with their desires and expectations" is one way to describe how satisfied customers are. Happiness is a mental state experienced following a positive encounter.

Many research has made an effort to define the relationship between customers' intention to shop online and the enjoyment they experience when using websites. Following a website's provision of excellent services, customers exhibit a great deal of favorablebehavior, which finally leads to increased online buy determination. Similarly, it has been argued that satisfaction with a particular website leads to an improved objective (buy and repurchase).

The website's atmosphere is made up of a range of intricate, domain-specific components that impact user behavior and are classified under the same heading as the conventional store atmosphere perspective. The development of the internet has the power to alter consumer decision- and purchase-making. In this instance, talks on online channels can largely be governed by the paradigm for comprehending purchasing interests in offline channels.

Relationship between Website Satisfaction and Purchase Intention

Online shoppers typically spend very little time and effort using web portals to search for information and make quick purchases of goods and services. Customers will spend less time and effort seeking for information thanks to web portals' accurate, pertinent, and up-to-date information, which will ultimately lead to more delightful experiences.

Since obtaining customer satisfaction is any business's key objective, a service provider needs to maintain direct communication with clients and continuously evaluate their goals. When it comes to online sales, a shopper's intention to make a certain purchase is determined by how strongly they try to do so through a web portal (Lin & Ding, 2005). Anderson and Srinivasan (2003, p. 125) defined e-satisfaction as "the customer's contentment with respect to his or her prior purchasing experience with a given electronic commerce firm" in the context of the internet.

Customers' favorable attitude and ultimate disposition toward an online service provider determine their intention to make a purchase; this is a result of their overall happiness with their interactions with the provider.

Conclusion

The design of a website plays a crucial role in attracting customers through e-mode. Internet retailers need to work on creating an inviting atmosphere for their retail websites so that people would want to visit and buy things. To be more precise, online retailers need to be able to enhance the visual appearance of their websites to boost customer interest in making purchases.

An online retailer can greatly influence customers' perceptions of him if he can create a shop layout that appears to have well-organized material, a wide variety of products, and helpful indications encouraging customers to explore the website.

By demonstrating its intervening role, the current research interprets why and how "pride with the website" adds to the principles of purchasing and website atmospherics intrinsic to the behavioural consequences. While hoping to improve the clients Online retail business owners need to make an effort to create outstanding website atmospheres for their customers' purchasing experiences. Any nation that wants to innovate its e-commerce enterprises needs to implement the theoretical implications this study yields.

In order to attract potential clients and enhance customer loyalty, managers should focus more on the visual design of their website in relation to the whole ambiance.

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