



**Determinants of online purchase intentions of female consumer: An analysis of web design on interactive visual media.**

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**Abstract:**

Now a day's internet becomes an essential tool for/of interaction. Rapid growth of digital media gains the attention of advertisers as one of the most effective way to persuade consumers. Now companies are eagerly looking for latest approaches to influence consumer purchase intentions, present research article investigated the determinants (web design and content) influencing purchase intentions of female consumers using interactive visual media. Determinants include features of web design and content i.e., appealing visuals, attractive audio, content, discounts, offers, illustrations, attractive display, innovations, brand personality, color and font extracted from literature. For the current study data were collected from sample of 298 female students of public and private universities of KP, Pakistan, through self developed standardized questionnaire. Descriptive statistics were used to analyses the data. The statistical analysis of data depicts that brand personality and visual feature of advertisements play major role in influencing the ultimate purchase intention of female consumers

*Keywords: Interactive visual media, Web design and content, Purchase intentions*



## **Introduction**

Advertising today is considered to be the major means of selling the services and products. The business organizations which sell goods throughout the country or many other countries find advertising as indispensable institution. Interactive visual media advertising is the way to reach the target audience and present the product, service or an idea in an effective way with a suitable time so that people may adopt that immediately to gratify their needs/wants. Now a days every marketer work on its advertising strategies in order to compete in this age of throat cut competition among different companies with variety of products/services and innovative ideas with in the national territories and beyond the borders.

According to Dai (2014) due to the rapid growth of digital marketing worldwide now marketers are looking for latest emerging trends to influence the purchase intentions and online purchase behavior of the consumers towards their product/service or idea in the virtual environment. Interactive visual media play essential role in disseminating information regarding certain product/ service or an idea which ultimately influence decision making process of the perspective consumer. Rozekhi (2014) argue that web content and design play key role in convincing target consumer and building trust between consumer and the product (company). However, its role in the consumer decision-making process is defined moderately defined. The purpose of present research is to explore that how web content and design can influence consumers purchase intention using interactive visual media. Present research work is distinctive in a way that it explores the impact of web designing in influencing the purchase intention of female consumers regarding online shopping. Consumers intention to purchase certain product are greatly influenced by different features of web designing such as visuals, audio, content, illustrations, attractive display, innovations, brand personality, discounts, offers, color and font. The study is significant to be studied to know the impact of web designing on consumer ultimate purchase intention via interactive visual media, it become documental proof for the future researchers.

Current study was conducted on female respondents only. And due to the time limitation among different characteristics of advertising the present research is limited to determinants of web content and designing which influence the ultimate purchase intentions of the female consumers in online environment.



## **Research Question**

What are the determinants (web design and content) influencing female purchase intention via interactive visual media?

## **Objectives**

1. To explore frequency of internet use.
2. To inquire the frequency of using different Interactive Visual Media Sites for online shopping.
3. To investigate determinants as an elements of web designing influencing female online purchase decisions.

## **Literature Review**

In this digital era retailers need to adopt latest advertising tools to reach their target audience and the need to understand consumers purchase intention/ buying behavior in which websites play major role that can satisfy consumer needs. Vijayarathy and Jones (2000) argue that sound and visuals play key role in influencing consumers online purchase intention. Hausman and Siekpe, (2009) indicate that both human element and latest technological element of web are the key factors in influencing consumers online purchase intentions. Another study done by Rehman, Hunjra, and Iqbal (2012) identify that web design and internet quality play vital role in influencing consumers online purchase intentions.

Cebi (2013) identify the characteristic of web design which are visual factors, usability, security, technical suitability, prestige and communication. Visual aspects involve content, graphics, illustrations, layout, color and font. Usability involves memorability, ease of use and learning. Security involves trustworthiness, privacy and authenticity. Technical suitability comprises speed accessibility, system availability and navigation. Prestige includes sustainability and reputation. And communication involves online guidance, necessary information, easy access/ contact and quick response. According to Broderick and Demangeot (2010) web layout, visual aspects and informativeness play major role in influencing purchase intention of online buyers. It was also indicated by Imand Ha (2011) that central features in web designing are font and colors. Therefore, web site need to be well managed and designed so that consumers can easily understand it and fulfill their needs.



Among different social media sites following are the most viewed social media sites by the consumers/ users to gratify their needs either for information, shopping, awareness etc,

- WhatsApp
- Twitter
- Facebook
- Instagram
- Pinterest

According to Lammas and Miller (2010) out of 11 million SM users 70% are utilizing these platforms for enormous purposes such as getting information regarding product/ service or an idea, to share their views, reading and posting reviews about different things etc. According to Scott (2013) more than 60 million users share information about any product and also purchase certain product using Facebook. Person (2013) mentions that approximately 60% users recommend certain products to their subjective norms after seeing it on Facebook. Study done by Kunkel (2013) explore that 51% consumers use Facebook for online shopping. Lammas and Miller (2010) stated that Twitter has reached more than 0.8 Million users who receive position feedback regarding product/ services provided. According to Phil Gonzalez (2013) Instagram users are growing day by day, he also stated that users who login on Instagram on daily basis in 65 countries around the globe are more than 0.1 billion. Zara (2013) stated that Pinterest is the latest addition among social media sites which enable users to share images and videos. Survey done by Steelhouse in 2012 indicated that more than 59% users use Pinterest for online shopping. Cotton (2013) mentioned that users can receive and send text messages, voice notes, and videos using Whatsapp which is very much satisfying form of internet based communication for users.

As it is mentioned that present research study aims to identify determinants (web content and design) which influence consumer purchase intentions. To explain it more consumer attitude, need to be considered as it indicates consumer's intention to purchase certain product and revisit the website, recommend it to others. In this regard 'Theory of Planned Behavior (TPB) proposed by Ajzen argues that consumer's behavioral beliefs play vital role in influence their attitudes which will ultimately affect their intentions. Individual attitude can be defined as the positive or negative emotions regarding certain behavior. Another study by Castaneda (2007) also



indicated that among different factors consumer attitude play crucial role in influencing their purchase intentions and revisiting certain.

### **Methodology**

Systematic procedure adopted by the researcher to collect suitable data for the study is known as methodology. To investigate present phenomena researcher acquire cross sectional survey method to collect required data from the selected sample of target population in a defined period of time. Research adopted self-constructed close ended questionnaire in which five point likert scale is used for measuring different variables.

Population of the present study consists of two different public and private sector universities of D.I.Khan named as Gomal University and Qurtaba University. Among different sampling techniques for the current study researcher adopted probability sampling or simple random sampling technique where every individual has an equal opportunity to be selected as sample. To draw sample size for the present work researcher used Dr. John Curry formula thus the total sample size is 298 female students.

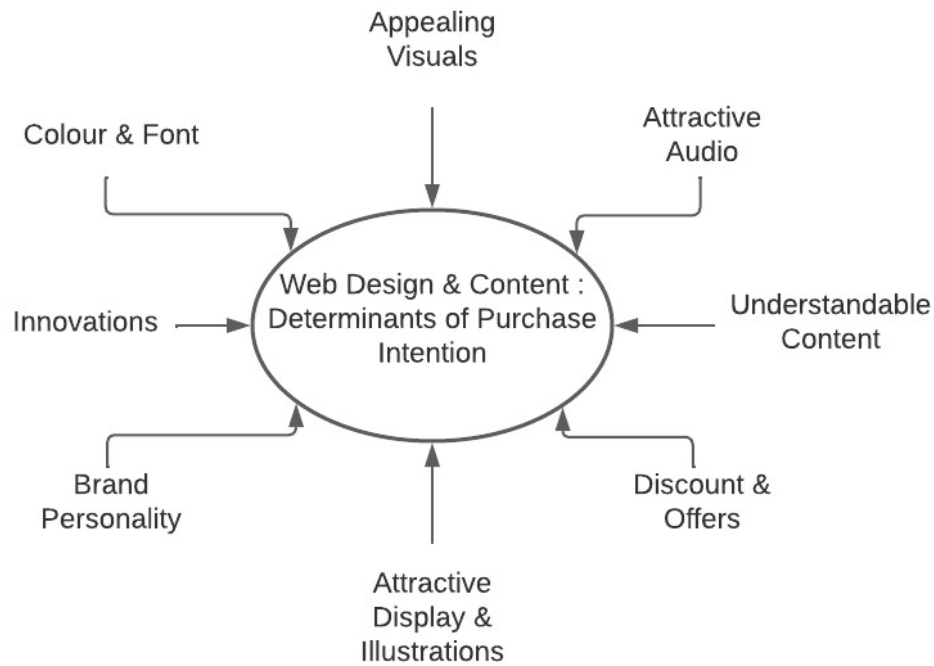
According to Swanson, Richard A (2013) theories are the framework to define the relationship among different variables and to clarify doubts and strengthen the claims made by researcher. Present research work is based on CMC and uses and gratification theory.

According to December (1996) Computer Mediated Communication (CMC) is the process of sending, receiving, encoding, decoding and finally communicating the given information through telecommunication network which consist of Internet; email, mobile phone text, instant messaging, multiuser interaction etc.

Blumler and Katz's (1974) presented the theory of Uses and Gratification. According to this theory user use variety of media to satisfy their needs/wants. Now users free to select which ever media they want to use and whatever they want to explore in order to gratify their needs and it can be clearly seen by the fact that they believe that media consumers can choose the influence media has on them as well as the idea that users choose media alternatives merely as a means to an end. To interpret the results of present study researcher adopted SPSS version 20.0 and analyze data using descriptive analysis.



**Thematic Model of the Study**



**Results and Discussion**

**Table No.1**

Use of internet by the female respondents					
Frequency of using internet	VF	F	Rarely	Never	Don't know
f	52	105	76	61	4
(%)	(17.4%)	(35.2)	(25.1%)	(20.4)	(1.3%)

The above table no.1 shows the frequency of using internet by female respondents. According to the above table big percentage of female respondents 53% use internet frequently while only 20% female respondents never use internet.



**Table No.2**

<b>Frequency of Time spend on Internet by female respondents</b>	
Hours	f (%)
More than 5 hours	72 (24.1%)
2-5 hours	41 (13.7%)
Less than 2 hours	185 (62.0%)

The above table no.2 indicates the time spend on internet by the female. According to the table 24% female respondents spend more than 5 hours on internet while 14% spend 2 to 5 hours while big percentage of female respondents 62% spend less than 2 hours on internet.

**Table No.3**

<b>Use of SMS by female respondents</b>					
Frequency of Using SMS	VF	F	Rarely	Never	Don't know
f (%)	45 (15.1%)	72 (24.1%)	141 (47.3%)	30 (10.6%)	10 (3.3%)

The above table no.3 indicates the frequency of using SMS by female respondents. According to above table small percentage of female respondents 11% never use SMS while big percentage of female respondents 39% frequently uses SMS.

**Table No.4**

<b>Use of social media sites for shopping by female respondents</b>
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Frequency of using SMS for online Shopping	VF	F	Rarely	Never	Don't know
f (%)	9 (3.0%)	45 (15.1%)	90 (30.2%)	140 (47.0%)	14 (4.7%)

The above table no.4 indicates the frequency of using SMS for online purchase by female respondents. According to above table big percentage of female respondents 47% never use SMS for online shopping, small percentage of female respondents 30% rarely while 18% female respondents frequently use SMS for online shopping.

**Table No.5**

<b>Frequency of Time Spend by female respondents on online shopping</b>	
Time Spend on Online Shopping	f (%)
More than 2 Hours	75 (25.1%)
2 Hours	55 (18.4%)
1 Hour	70 (23.4%)
½ an Hour	98 (32.8%)

The above table no.5 indicated the time spend on online shopping by the female respondents. According to the above table 25% female respondents spend more than 2 hours on online shopping while 33% female respondents spend half an hour on online shopping.

**Table No.6**



<b>Online purchase Intentions by female respondents using variety of SMS</b>						
SMS	Frequency (%)	VF	F	Rarely	Never	Don't know
whatsapp	f (%)	58 (19.4%)	46 (15.4%)	84 (28.2%)	110 (36.9%)	
twitter	f (%)	23 (7.7%)	13 (4.4%)	25 (8.4%)	237 (79.5%)	
FB	f (%)	17 (5.7%)	66 (22.1%)	51 (17.1%)	154 (51.7%)	10 (3.4%)
instagram	f (%)	13 (4.4%)	23 (7.7%)	40 (13.4%)	222 (74.5%)	
pinterest	f (%)		40 (13.4%)	5 (1.7%)	247 (82.9%)	6 (2.0%)

The above table no.6 indicates the frequency of using various SMS for online shopping. According to the table indicates 35% female respondents frequently use Whatsapp for online purchasing, big percentage of female respondents 79% never use Twitter for online buying, small percentage of female respondents 17% rarely use facebook while hug percentage of female respondents 74% never use Instagram for online purchase. Table also indicates that majority of female respondents 83% never use Pinterest for online purchasing.



**Table No.7**

<b>Determinants of web design and content</b>						
Determinants of Website	Frequency	Very Often	Often	Sometime	Rarely	Never
Color and font	f (%)	34 (11.4%)	36 (12.1%)	125 (41.9%)	40 (13.4%)	63 (21.1%)
Visually Appealing	f (%)	103 (34.6%)	66 (22.1%)	53 (17.8%)	44 (14.8%)	32 (10.7%)
Understandable Content	f (%)	43 (14.4%)	83 (27.9%)	85 (28.5%)	65 (21.8%)	22 (7.4%)
Attractive Audio	f (%)	59 (19.8%)	36 (12.1%)	108 (36.2%)	68 (22.8%)	27 (9.1%)
Attractive Display Illustrations	f (%)	76 (25.5%)	53 (17.8%)	94 (31.5%)	59 (19.8%)	16 (5.4%)
Offers/ Discounts	f (%)	68 (22.8%)	21 (7.0%)	105 (35.2%)	63 (21.1%)	41 (13.8%)
Innovations	f (%)	71 (23.8%)	58 (19.5%)	105 (35.2%)	49 (16.4%)	15 (5.0%)
Brand Personality	f (%)	35 (11.7%)	54 (18.1%)	145 (48.7%)	27 (9.1%)	37 (12.4%)



The table no. 7 indicates the determinants of advertisements website and how often they influence the purchase intention of female respondents regarding buying any selected products through different SMS. According to the table 50% female respondents are sometime influenced by color and font of website, big percentage of female respondents 57% are very often influenced by websites appealing visuals, small percentage of female respondents 22% are influenced by websites content/text. Attractive audio influence 36% female respondent's sometime while attractive display and illustrations often influence online purchase intentions of 40% female respondents. 35% female respondents are sometime influenced by offers/discounts. 16% female respondents are rarely influenced by innovations and brand personality sometime influenced the purchase intentions of female respondents that are 49%.

### **Conclusion**

It is concluded by the findings of the research that majority of female respondents frequently use internet while small percentage of female rarely use internet. It is also concluded by the findings that huge number of female respondents spend less than 2hrs on interactive visual media while small percentage of female respondents frequently use social media sites. It is deduced that small percentage of female respondents uses social media sites for shopping. Findings also reveals that big percentage of female respondents spend half an hour on online shopping. Results also indicate that small number of female respondents use Facebook, Twitter and WhatsApp for online shopping. Determinants include features of web design and content i.e. appealing visuals, attractive audio, content, discounts, offers, illustrations, attractive display, innovations, brand personality, color and font. Most of the females are of the view that their online purchase intentions are greatly influenced by the brand personality and visual features of online advertisements.

### **Recommendations**

On the basis of above discussion, following are some recommendations for future researchers.



1. Online marketers can efficiently use interactive visual media as a tool to boost their business and influence their perspective consumers by creating effective and creative ads
2. Online marketers must provide good services to the customers before and after purchasing the product.
3. Marketers must ensure the originality of the product as seen in advertisement by the consumer.

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