

The Influence of Digital Retail Environment on Consumer Purchasing Behavior: A Causal Study

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Abstract

As e-commerce continues to evolve, understanding consumer behavior in the context of online shopping becomes increasingly challenging. This study investigates the impact of purchasing attitudes among Saudi customers within the online clothing environment. By collecting 410 responses from residents of Riyadh, Saudi Arabia, the study emphasizes the convenience aspect of online and virtual markets and employs advanced statistical techniques, specifically SPSS-AMOS software, including confirmatory factor analysis, path analysis, and structural equation modeling. The findings reveal several key insights: perceived entertainment, perceived ease of use, and perceived usefulness significantly and positively influence the user experience on websites. The research highlights the importance of website quality indicators, such as perceived entertainment, ease of use, and usefulness, in shaping the user experience within the online clothing environment. It confirms that website quality, encompassing indicators of the user experience, exhibits a significant positive association with online impulse buying behavior. Additionally, the flow experience, which refers to the immersive and enjoyable state when browsing a website, also demonstrates a statistically significant and positive effect on online impulse buying behavior. These findings offer valuable insights for businesses and marketers seeking to understand and adapt to the evolving landscape of e-commerce, specifically concerning online clothing purchases.

Keywords: customers, online impulse, perceived ease-of-use, perceived enjoyment, perceived usefulness, website quality, e-commerce

1. Introduction

In recent years, there has been a fundamental shift in business philosophy, acknowledging that consumers consider more than just the tangible aspects of a product or service when making purchasing decisions. Buyers now take into account the complete package, which encompasses not only the core offering but also additional elements such as services, insurance, packaging, advertisements, pleasantries, logos, and other accompanying features. Among these factors, the location of purchase or consumption holds particular significance. In certain scenarios, the environment in which a product is purchased or consumed can wield greater influence over the decision-making process than the product itself (Xiao et al., 2019). The atmosphere of a place, including its ambiance and surroundings, can play a pivotal role in shaping consumer preferences and choices. There are instances where the primary product being offered becomes secondary to the environment in which it is situated.

In today's fast-paced society, consumers are constantly faced with time constraints and the need to escape hectic and stressful routines. As a result, retailers must recognize the significance of creating a pleasant and immersive in-store atmosphere that caters to consumer needs and offers a respite from their busy lives (Gobé, 2009). According to Liaw (2007), retail stores that prioritize enhancing the overall in-store experience can effectively establish an optimal market condition that not only encourages customer engagement but also satisfies their immediate buying impulses. To meet the evolving demands of consumers, retailers must go beyond simply providing products and services; they must create an environment that appeals to their target audience. This entails designing a retail space that resonates with consumers on an emotional level, evoking positive feelings and associations.

In recent years, the rapid integration of social media has revolutionized the way brands choose to engage with their customers, serving as a powerful marketing tool. Social media platforms provide an expansive and influential space for both global and local products, allowing them to reach broader audiences and achieve

enhanced market segmentation unlike ever before (Park & Kim, 2015). As consumers increasingly dedicate significant portions of their time to seeking information online, social media has emerged as a vital source that significantly shapes their purchase intentions. Recognizing these opportunities, brands and their companies have wholeheartedly embraced social media marketing as the most effective and popular means of communication and promotion (Lee & Watkins, 2016). The proliferation of social media has profoundly transformed the dynamics of consumer-brand interactions. Brands now can directly connect and engage with their target audience, facilitating real-time conversations, and fostering stronger relationships.

In 2019/2020, online sales were counted to be 3.36 trillion or 13.6% of retail sales globally, representing a 20.2% increase over the previous year. That included 34.1% of total retail sales in China, 21.8% within the UK, and 11% in the US. However, online shopping is still infancy in most developing countries. This situation makes understanding the determinants of online consumer behavior essential for industries and online business success (Ayalew & Zewdie, 2022).

In the realm of online shopping, consumers often find themselves lacking control over their purchasing behavior and are unable to physically visit brick-and-mortar stores (Akram et al., 2018). The motivations behind consumers' online buying decisions remain complex and challenging to comprehend, as the act of sudden online purchases seems to involve intricate psychological processes (Chung et al., 2017). Kumar et al. (2024) explained the need to understand the psychology of consumers in the current dynamic environment. Because of changing technology what has become an innovation today will become obsolete tomorrow which created many challenges for marketers to make and polish their produce equity and loyalty. Online website users, in particular, are individuals who feel at ease navigating web systems. They utilize these platforms not only for shopping purposes but also for tasks such as tracking payments and product deliveries. Their decision to make online purchases is driven by a sense of comfort and trust in e-stores, as well as the user-friendly nature of web technologies. Understanding these critical factors is vital in establishing a deeper comprehension of consumers' attitudes toward online buying (Khan et al., 2015).

Online advertising communication serves various purposes, including generating brand awareness, fulfilling consumer requests, providing information, building relationships, facilitating two-way communication, offering customer benefits, fostering brand loyalty, generating word-of-mouth (WOM), generating leads, and driving sales (Madhavaram & Laverie, 2004; Parboteeah et al., 2016). While numerous studies have explored these objectives, the majority of them have focused on young adults, neglecting the importance of studying teenagers' perspectives. To gain insights into consumers' online buying attitudes, researchers have emphasized the role of hedonic value, individual perception as a mediator, and the impact of e-store usage and consumer trust (Madhavaram & Laverie, 2004; Parboteeah et al., 2016). Consumer perception, representing their psychological behavior in online purchasing, has been a key focus in these studies. However, one critical aspect that has been overlooked is the significance of trust belief as a crucial determinant of online purchasing attitudes (Rezaei et al., 2016). It serves as a key predictor of buyers' attitudes towards online shopping. Higher levels of perceived web quality led to significant levels of trust in an online shopping website (Al-Debei et al., 2015). A study conducted by Nagra and Mishra (2024) suggested how the online shopping experience is majorly influenced by website features as well. The results of the study revealed that website features have a substantial part in consumer's decision to make choices.

Despite the existing body of literature on the topic, there remains a major research gap when it comes to questioning online shopping attitudes within the Saudi Arabian context. Moreover, with the concept of online buying and its increasing attention and significance among consumers, empirical evidence has highlighted a lack of clarity regarding various factors influencing website quality and online purchasing behaviors specifically in Saudi Arabia. Addressing these gaps is crucial for enhancing our understanding and making meaningful contributions to both theoretical and practical implications. Therefore, this study aims to seize the opportunity to comprehensively examine the factors that impact website quality and subsequently influence the purchasing attitudes of online buyers in Saudi Arabia. By conducting an in-depth analysis within this unique context, we aim to shed light on the intricacies of online shopping behaviors and uncover novel insights that can inform both academics and practitioners. By examining the factors influencing website quality and their effects on purchasing attitudes, this study holds the potential to provide valuable guidance to marketers, e-commerce platforms, and policymakers. The findings will enable them to optimize their strategies, enhance website design and functionality, and tailor their offerings to meet the specific needs and preferences of Saudi online consumers. Therefore, our research endeavors to contribute to the advancement of knowledge in the field of online consumer behavior and facilitate the growth and success of the e-commerce industry in Saudi Arabia.

2. Literature Review

2.1 *The Shift toward the Online Environment*

Retailers in today's market employ various channels to reach their customers, seeking to establish a strong presence and maximize their sales potential. Advancements in technology have played a transformative role in bridging the gap between retailers and customers, revolutionizing the marketing landscape, and making products more easily accessible (Kim & Park, 2005). This shift is evident in the fact that multi-channel retailers, who sell their products through online and traditional methods, accounted for over 67% of retail sales. The adoption of online channels has proven beneficial for retailers, with many reporting positive operating margins (Kim & Park, 2005). Sagar (2024) conducted a study where various multinational companies harnessed their ability to leverage their vast physical footprint while expanding their digital capabilities showcasing a successful integration of traditional and modern retail strategies. Furthermore, the multi-channel approach not only expands retailers' customer base but also enhances sales by diversifying customer interactions between online and offline stores. It has been observed that some customers exhibit loyalty by purchasing products both online and offline, demonstrating the significance of a cohesive and integrated shopping experience (Kim & Park, 2005). Creating an effective online shopping environment involves considering various socio-mental variables. Customers engage in a cognitive decision-making process influenced by several factors to achieve a satisfactory level of online shopping experience. Elements such as the quality of materials, as well as the emotional and cognitive responses evoked throughout the shopping journey, contribute to the overall evaluation of the online shopping environment (Javed, 2019). Torres, Augusto, and Wallace (2018) examined the relationship between consumers' willingness to pay price premiums in the banking sector and their engagement with social media activities. The study found that the involvement of factors such as social media marketing efforts (SMME), consumer-brand identification (CBI), and electronic word-of-mouth (e-WOM) significantly influenced consumers' willingness to pay price premiums. In a study by Park and Jeon (2018), the researchers explored the impact of cross-cultural differences on e-WOM sequences based on thinking styles and its subsequent effect on brand attitudes. The findings revealed the importance of considering cultural variations in understanding the effects of e-WOM on brand attitudes. Examining the influence of positive e-WOM generated on social media platforms, Kudeshia and Kumar (2017) investigated the extent to which brand attitudes were influenced and subsequently impacted smartphone purchase intentions. The study utilized Facebook as a social scale for generating positive e-WOM and found a significant relationship between e-WOM, brand attitude, and purchase intentions. It is important to note that the generalization of the findings in the industrial setting or across different applications of social media may not be appropriate due to specific industry contexts or variations. However, the study provided valuable insights into e-WOM practices and theories, highlighting its positive utility in establishing connections with customers in the contemporary era and its subsequent influence on purchase intentions and brand attitudes.

Online Environment Stimuli: Online shopping represents a distinct paradigm compared to traditional brick-and-mortar retail. The online shopping environment is crafted through various elements that provide additional information and content about the website and its products. Qureshi (2018) highlights the significance of electronic marketing stimuli (EM-stimuli) in shaping customers' purchase intentions when considering buying a product from an online store. These stimuli play a vital role in instilling strong beliefs in customers and influencing them to make a purchase. Online retailers recognize the potential of stimulating impulse buying among customers as a means to enhance their business. Consequently, there is a compelling interest for retailers and brand owners to create stimuli that evoke a loss of self-control and urge customers to make impulsive purchases merely by observing the product. E-retailers have the opportunity to ignite customers' desires and create a sense of urgency to buy the product (Lo, 2016). This dynamic nature of online shopping, driven by EM-stimuli and the allure of impulse buying, underscores the fascinating and advantageous possibilities available to retailers and brand owners. By understanding the psychological triggers that influence consumer behavior in the online shopping environment, retailers can strategically design stimuli that captivate customers and drive sales. Leveraging this knowledge, e-retailers can effectively tap into customers' desires and motivations, creating a compelling shopping experience that encourages immediate and impulsive purchases (Qureshi, 2018; Lo, 2016).

2.2 *Fashion Shopping*

The fashion industry has experienced significant transformations, reshaping its appearance and processes. Traditional boundaries have been surpassed as retailers strive to lower costs, increase design flexibility, improve material quality, expedite delivery, and respond swiftly to market demands. This evolution is characterized by a decline in mass production, shorter fashion seasons, and structural modifications in the fashion supply chain (Doyle et al., 2006). In the highly competitive fashion apparel industry, marketing and capital investments play

pivotal roles (Sinha, 2006). Furthermore, adopting sense and response strategies becomes crucial for sustaining profitability in this dynamic and demanding market. Prompt responses and enhanced flexibility are key to fostering closer relationships between suppliers and buyers (Wheelwright & Clark, 1992). Within the realm of online fashion shopping, customer reviews hold significant importance in understanding the experiences of online fashion shoppers. The selection of the apparel fashion industry as the focus of this study is twofold. Firstly, the fashion industry's popularity in online shopping is undeniable (Ashman & Vazquez, 2012; Kawaf & Tagg, 2012; Perry et al., 2013). Secondly, the lack of utilization and effectiveness of reviews in the online apparel industry is a critical issue that needs attention. Despite the online apparel industry's prominence in the online shopping environment, customer reviews obtained from these shopping experiences have not been leveraged to their full potential. Numerous studies have addressed this issue, including the work of Dennis et al. (2010), which highlights the value of allowing new customers to read reviews from existing customers and receive style advice within the social shopping community site, thereby increasing the likelihood of new customers making purchases from the online store. The exploration of customer reviews in the online fashion industry holds immense promise for improving decision-making and enhancing the overall online shopping experience. By tapping into the wealth of information embedded in customer reviews, retailers can gain valuable insights, drive customer engagement, and foster trust and loyalty. The utilization of reviews as a strategic resource has the potential to reshape the online apparel industry, offering a more informed and satisfying shopping journey for consumers (Doyle et al., 2006; Sinha, 2006; Wheelwright & Clark, 1992; Ashman & Vazquez, 2012; Kawaf & Tagg, 2012; Perry et al., 2013; Dennis et al., 2010).

2.3 Organism (Emotion and Cognition)

The behaviors exhibited by customers engaging in online shopping from apparel stores are intricate, and influenced by a combination of internal and external factors. Among these external factors are environmental stimuli that shape the virtual store experience. Despite their significance, research addressing these specific research questions remains scarce, highlighting the need to delve deeper into understanding how consumers are attracted to online shopping. Examining customers' ability to regulate their emotional responses, as well as their repurchase intentions, becomes crucial in analyzing the dynamics of online shopping (Xu et al., 2020). Furthermore, it is essential to investigate the effects of online environmental stimuli on customers' intentions to make future purchases and to explore the facilitating role of attitudes and emotional regulation in the relationship between shopping preferences and buying behaviors.

3. Theoretical Framework

3.1 Stimulus-Organism-Response (SOR) Model

Donovan and Rossiter (1982) introduced the stimulus organism response (SOR) model, which builds upon the work of Mehrabian and Russell (1974) in the field of environmental psychology. The SOR model postulates that the environment influences three fundamental dimensions of customer emotions: pleasure, arousal or dominance, and organism. The organism dimension refers to the positive emotional response the consumer experiences towards a specific factor, while the response dimension represents the final decision and feedback given by the consumer, whether it involves continued engagement, browsing, repeat purchases, or avoidance (Bagozzi, 1986; Donovan & Rossiter, 1982; Mehrabian & Russell, 1974).

In line with the SOR model, physical stimuli such as color, music, and scent have been found to influence individuals' emotions, including pleasure, arousal, and dominance (Xu et al., 2020). These physical stimuli are often encountered in daily life settings, such as the use of color, music, scent, and texture (Octavia, 2015). The SOR model further suggests that environmental factors play a significant role in shaping an individual's response (Kim & Lennon, 2013). Research has shown that the affective states of pleasure and arousal experienced by customers while shopping have a direct impact on their purchase intentions and behaviors (Hsin Chang & Wen Chen, 2008).

By incorporating the SOR model and examining the influence of physical stimuli on customer emotions and responses, we can gain a deeper understanding of how environmental factors impact consumer behavior. This understanding holds important implications for designing retail environments that evoke positive emotional responses, enhance the shopping experience, and ultimately drive desired consumer outcomes.

3.2 Theory of Reasoned Action (TRA)

Ajzen and Fishbein (1980) proposed the theory of reasoned action, which was developed based on their research on attitudes using the Expectancy Value Models (Fishbein, 1968). The theory aimed to address the inconsistency between attitudes and behaviors, drawing on principles from social psychology. Social psychologists are

well-equipped to explain the impact of attitudes on behavior, which is crucial for understanding the theory's constructs. The theory of reasoned action suggests that individuals' actions are influenced by their beliefs, which can be expressed through body language, signals, verbal communication, or other means. The definition of attitude is a subject of debate among social psychologists, with some suggesting that attitudes encompass both cognition and behavior, showing a positive correlation between the two (Otieno et al., 2016). This correlation makes the theory of reasoned action particularly suitable for studying technological innovation.

In a further development, Fishbein and Ajzen (1975) proposed that individuals' behavioral intentions are guided by their attitudes and perceived normative pressure. The theory highlights the importance of people's expectations regarding the support they receive from trusted individuals in performing a particular behavior. Similarly, perceived normative pressure is shaped by a range of specific normative beliefs. These beliefs influence people's expectations and subsequent behavioral intentions.

4. Hypotheses Development

4.1 Perceived Usefulness and Attitudes

Building upon existing literature, it is crucial to explore different perspectives that can enhance online shopping attitudes. Previous studies have highlighted the significance of perceived usefulness in driving online impulse buying behavior (Akram et al., 2018; Parboteeah et al., 2016; Wu, Chen, & Chiu, 2016; Xiang et al., 2016). The Technology Acceptance Model (TAM) also emphasizes the role of perceived usefulness in shaping consumer behavior in the online shopping environment. Additionally, perceived usefulness has been found to positively influence consumer perceptions of shopping websites and their quality attributes (Parboteeah et al., 2016; Wu et al., 2016). Drawing upon the theoretical foundations of the technology acceptance model, supported by relevant literature (Akram et al., 2018; Akram et al., 2017), it is evident that perceived usefulness significantly contributes to customer attitudes. Thus, we propose the following hypothesis to examine the relationship between perceived usefulness and website quality:

H1: Perceived usefulness has a significant impact on the online purchasing attitude of Saudi customers.

4.2 Perceived Ease of Use and Online Purchasing Attitudes

Another crucial aspect that underscores the usability of technology, particularly drawing from the theoretical foundations of the technology acceptance model, is the perceived ease of use. Perceived ease of use refers to the users' perception of convenience and user-friendliness of the technology (Madhavaram & Laverie, 2004; Parboteeah et al., 2016). In the context of online shopping, the emphasis on easy-to-use and convenient technological features plays a pivotal role in promoting extensive usage. Consumers in the online shopping environment are primarily attracted to user-friendly websites and online portals that offer convenience and accessibility (Chen et al., 2017). Such attributes support users' self-efficacy in online shopping and significantly contribute to their impulsive buying behavior (Turkyilmaz et al., 2015). Based on the above-mentioned discussion, the present study suggests the following hypothesis to examine the relationship between perceived ease of use and website quality:

H2: Perceived ease of use has a significant relationship with the online purchasing attitude of Saudi customers.

4.3 Perceived Enjoyment and Online Purchasing Attitude

Regarding users' perceived enjoyment concerning their online purchasing attitude, several authors have suggested that enjoyment is a specific and important attribute that can actively engage users in the online shopping process (Chen et al., 2017; Khan et al., 2015; Turkyilmaz et al., 2015). Chen et al. (2017) supported the argument that enjoyment enhances the overall website experience, while Lo, Lin, and Hsu (2016) postulated that perceived enjoyment serves as a motivating factor for users to engage in online shopping. Consequently, the online shopping phenomenon becomes intriguing, and the quality of the website plays a crucial role in capturing customers' attention for extended periods. Based on these insights, the present study hypothesizes the following relationship between perceived enjoyment and online purchasing attitude:

H3: Perceived enjoyment has a significant relationship with the online purchasing attitudes of Saudi customers.

4.4 Complementary Relationship and Online Customer Attitude

The evaluation of online customer attitudes and the enhancement of motivation towards the online shopping phenomenon are greatly influenced by another important aspect, namely the complementary relationship (Akram et al., 2018). The availability of complementary and related products holds significant implications for online customer attitudes and plays a crucial role in online shopping. This argument is supported by the existing literature, which postulates that the presence of complementary relations adds value to the website quality from

the users' perspective (Akram et al., 2018; Turkyilmaz et al., 2015). Additionally, consumers perceive high website quality based on the various functions and perspectives of complementary relations (Madhavaram & Laverie, 2004; Parboteeah et al., 2016). Therefore, the present study hypothesizes the following relationship between complementary relations and website quality:

H4: Complementary relation has a significant relationship with the online customer attitude of Saudi customers.

4.5 Website Quality and Online Customer Attitudes

Impulse buying behavior in the online shopping environment is influenced by various triggers. The Internet has revolutionized the user experience and emphasized global accessibility, leading to increased opportunities for impulse buying (Leong et al., 2017; Lo et al., 2016; Madhavaram & Laverie, 2004). In this context, the quality of a website plays a crucial role in capturing and sustaining consumers' attention and engagement on the online shopping portal or website (Octavia, 2015). Extensive literature supports this argument and says that website quality significantly contributes to triggering impulse buying behavior in the online shopping environment (Rezaei et al., 2016). It plays a vital role in facilitating unplanned or impulse buying behavior. Based on this, the following hypothesis is proposed:

H5: Website quality has a significant relationship with the online impulse-buying behavior of Saudi customers.

4.6 Flow Experience and Online Customer Attitudes

Flow experience plays a significant role in shaping the online purchasing attitude of users. Huang (2016) supported this argument by highlighting the substantial contribution of flow experience in motivating and encouraging consumers toward online impulse buying. Wu et al. (2016) also emphasized the importance of flow experience, stating that it fosters a high level of emotional attachment and active involvement in the online shopping phenomenon. Furthermore, Bilgihan, Kandampully, and Zhang (2016) postulated that flow experience is critical in enhancing consumers' overall experience with online shopping, leading to greater engagement and involvement in the shopping environment. Building upon these perspectives, the following hypothesis is proposed:

H6: Flow experience has a significant relationship with the online purchasing attitudes of Saudi customers.

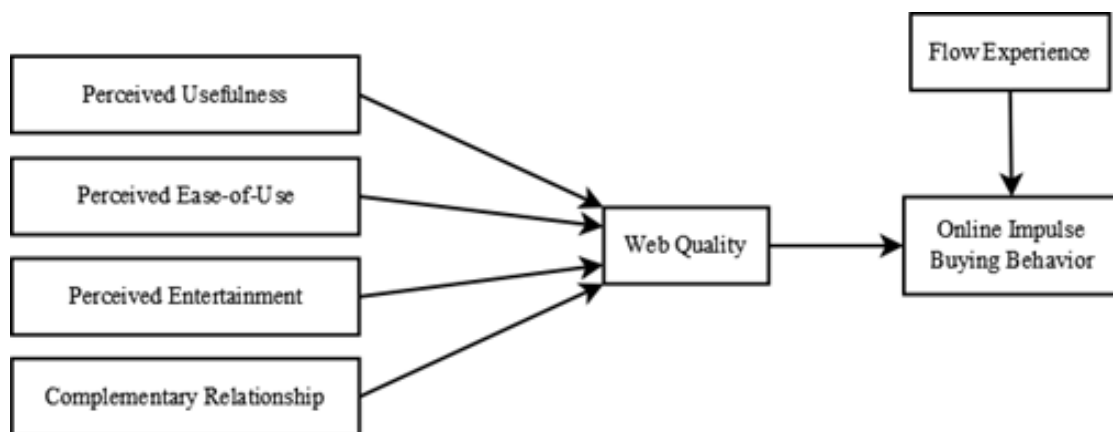


Figure 1. Conceptual Framework

5. Methodology

5.1 Study Design

This study utilized a correlational study design, aiming to examine the relationships among variables related to the online purchasing phenomenon in Riyadh, Saudi Arabia. The focus was on understanding the attitudes and behaviors of residents concerning online shopping. The correlational design was deemed appropriate for investigating the existing associations between variables, as opposed to establishing causality.

5.2 Target Population and Sampling

The target population for this study comprised residents of Riyadh, Saudi Arabia, selected based on the convenience of accessing online and virtual markets, which are known to foster higher tendencies of impulse buying. Riyadh was chosen due to its large population size and diverse background, which provided a suitable sample for the research. The study aimed to collect a total of 410 responses from the target population using

convenience sampling, where individuals who met the criteria and were easily accessible were included in the study.

5.3 Data Collection

The questionnaire, initially prepared in English, was translated into Arabic to ensure accurate understanding and response from Arabic-speaking participants (Behling & Law, 2000). To establish the validity and reliability of the measurement items, the questions were aligned with prior studies in the same context. Face validity was assessed by two marketing researchers and two specialists in online clothing retail, while a pilot study involving 30 online apparel customers was conducted to validate the meanings and wording of the questionnaire. The final questionnaire consisted of three sections: an introduction, demographic questions, and items for measuring customers' shopping priorities. All measures were designed on a five-point Likert scale, ranging from 1 "strongly disagree" to 5 "strongly agree".

5.4 Variables and Measures

The questionnaire assessed participants' perceptions of online apparel stores and their purchasing experiences. Items were included to evaluate factors such as time and energy savings through online shopping, availability of comparative shopping options, and the effectiveness of online shopping. Additionally, three items were designed to measure participants' perceived ease of use (PEOU), reflecting their perception of the comfort and convenience of online purchasing. The website quality was assessed based on respondents' beliefs regarding the security, reliability, and clarity of the clothing brand websites.

5.5 Data Analysis

Several statistical techniques were employed for data analysis. Cronbach's alpha reliability test was used to assess the internal consistency of the instrument and variables. Exploratory factor analysis was conducted to identify and group questionnaire items according to their underlying components. Confirmatory factor analysis and path analysis using Structural Equation Modeling (SEM) were employed to examine the relationships between variables and test the proposed hypotheses. SPSS-AMOS software was utilized for assessing the SEM framework and conducting path analysis.

6. Results

Table 1 presents the results of the pilot study, providing insights into the initial responses obtained from the participants. The internal consistency of the variables and the overall instrument were evaluated using appropriate statistical measures. Based on the results, it can be concluded that the pilot study successfully achieved its objective of assessing the instrument's reliability and appropriateness for gathering comprehensive data.

Table 1. Pilot Study

Variables	N Items	Cronbach Alpha
Complementary Relationship	5	0.808
Entertainment	6	0.628
Flow Experience	4	0.741
Online Impulse Buying Behavior	9	0.736
Perceived Ease-of-Use	5	0.784
Perceived Usefulness	5	0.776
Website Quality	5	0.793
Overall Instrument	39	0.782

Table 2 presents the demographic profiles of the 410 respondents who participated in the study. The data provides valuable insights into the characteristics of the participants, allowing for a better understanding of the sample composition. Of the total participants, 64.4% were female customers, while 35.6% were male. This gender distribution ensures a diverse representation of both male and female perspectives in the study's findings. In terms of age groups, the largest proportion of participants (31.7%) fell within the 31 to 40 years old category, followed closely by 29.8% of participants in the 25 to 30 years old category. This distribution ensures a wide range of age groups are considered in the analysis, enabling a comprehensive examination of different age cohorts' attitudes and behaviors. Regarding monthly income, 32.7% of the participants reported having a monthly income ranging from SAR 40,001 to SAR 45,000. This income range reflects the inclusion of

participants with varying levels of purchasing power and contributes to a comprehensive understanding of the target population's spending patterns and behaviors.

Table 2. Demographic Profiles

		Frequency	%
Gender	Male	146	35.6
	Female	264	64.4
Age Group in Years	25 to 30	122	29.8
	31 to 40	130	31.7
	41 to 45	90	22.0
	46 and above	68	16.6
Monthly Income	25,000 to 30,000	10	2.4
	30,001 to 35,000	72	17.6
	35,001 to 40,000	132	32.2
	40,001 to 45,000	134	32.7
	45,001 to 50,000	62	15.1
Academic Qualification	Undergraduate	28	6.8
	Graduate	350	85.4
	Post-Graduate	32	7.8

Table 3 presents the results of the discriminant validity analysis, employing the well-established Fornell and Larcker (1981) criterion. This widely recognized criterion enables the assessment of the distinctiveness and unique contributions of each construct within the model. The findings in Table 3 provide compelling evidence that all the constructs included in the study exhibit clear differentiation and play distinct roles within the overall model. The criterion's criteria for discriminant validity have been met, indicating that each construct measures a unique aspect of the phenomenon under investigation.

Table 3. Discriminant Validity using Fornell & Larcker (1981)

Constructs	Complementary Relationship	Entertainment	Flow Experience	Online Impulse Buying Behavior	Perceived Ease-of-Use	Perceived Usefulness	Website Quality
Complementary Relationship	0.894						
Entertainment	-0.087	0.798					
Flow Experience	-0.411	0.068	0.886				
Online Impulse Buying Behavior	-0.197	0.052	0.548	0.848			
Perceived Ease-of-Use	-0.433	0.099	0.567	0.408	0.881		
Perceived Usefulness	-0.324	-0.059	0.500	0.504	0.518	0.773	
Website Quality	-0.254	0.106	0.528	0.519	0.584	0.657	0.820

The HTMT (Heterotrait-Monotrait) ratio is a widely used criterion for assessing discriminant validity, and it suggests that all values in the HTMT ratio should be below the threshold of 0.85 (Clark and Watson, 1995; Henseler, Ringle, and Sarstedt, 2015; Kline, 2015). In Table 4, the results of the HTMT ratio indicate that all the

constructs in the study have met the HTMT criterion for discriminant validity. By examining the HTMT ratio, this analysis provides a robust evaluation of the distinctiveness of each construct. The findings confirm that there is minimal overlap between the constructs, thus demonstrating their discriminant validity. This implies that each construct effectively measures a unique aspect of the phenomenon under investigation, ensuring the accuracy and reliability of the research outcomes.

Table 4. Discriminant Validity using Heterotrait - Monotrait (HTMT) Ratio

Constructs	Complementary Relationship	Entertainment	Flow Experience	Online Impulse Buying Behavior	Perceived Ease-of-Use	Perceived Usefulness	Website Quality
Complementary Relationship							
Entertainment	0.095						
Flow Experience	0.445	0.068					
Online Impulse Buying Behavior	0.215	0.079	0.616				
Perceived Ease-of-Use	0.470	0.108	0.634	0.456			
Perceived Usefulness	0.375	0.120	0.606	0.614	0.615		
Website Quality	0.275	0.120	0.612	0.602	0.665	0.810	

The results of the path analysis, presented in Table X, provide insights into the relationships between the independent and dependent variables in the research model. The findings of the study revealed significant patterns and associations that contribute to a comprehensive understanding of the phenomenon under investigation. Perceived entertainment (0.109, $p < 0.05$), perceived ease-of-use (0.339, $p < 0.05$), and perceived usefulness (0.509, $p < 0.05$) demonstrated statistically significant and positive influences on website quality. These findings suggest that when customers perceive the online shopping experience as enjoyable, easy to use, and useful, it positively affects their perception of website quality. These factors play a vital role in shaping customers' evaluation of website attributes and contribute to their overall satisfaction with the online shopping platform.

On the other hand, the complementary relationship (0.067, $p > 0.10$) was found to have a positive but statistically insignificant impact on website quality. Although the complementary relationship showed a positive influence, the lack of statistical significance suggests that other factors might have a more dominant role in determining website quality in the context of this study. Moreover, the results indicated that website quality (0.318, $p < 0.05$) had a positive and significant relationship with online impulse buying behavior. This finding highlights the importance of a well-designed and functional website in driving customers' impulsive purchase decisions. Additionally, flow experience (0.379, $p < 0.05$) was found to have a statistically significant and positive effect on online impulse buying behavior. This suggests that when customers experience a state of flow, characterized by deep engagement and enjoyment, it enhances their tendency to engage in impulsive buying behaviors.

Table 5. Path Analysis

Path	Estimates	S.E.	Prob.	Results
Complementary Relationship → Website Quality	0.067	0.046	0.149	Insignificant
Entertainment → Website Quality	0.109	0.052	0.036	Significant
Flow Experience → Online Purchasing Attitude	0.379	0.057	0.000	Significant
Perceived Ease-of-Use → Website Quality	0.339	0.061	0.000	Significant
Perceived Usefulness → Website Quality	0.509	0.060	0.000	Significant
Website Quality → Online Purchasing Attitude	0.318	0.061	0.000	Significant

7. Discussion

The study findings provide support for several hypotheses, highlighting the relationships between different variables in the research model. Firstly, the results strongly support Hypothesis 1, Hypothesis 2, and Hypothesis 3, indicating that perceived usefulness, perceived ease of use, and perceived enjoyment have positive and statistically significant impacts on website quality. These findings are consistent with previous studies conducted by Akram et al. (2018), Madhavaram and Laverie (2004), Parboteeah et al. (2016), and Wu et al. (2016), further reinforcing the importance of these factors in shaping customers' perception of website quality.

On the other hand, the results reveal that the complementary relationships and website quality are positively associated but statistically insignificant, failing to support Hypothesis 4. This outcome aligns with the findings of previous research by Hess & Gerstner (1987) and Shocker et al. (2004). This lack of significance suggests that complementary products might not be effectively highlighted or promoted on e-commerce platforms, leading to limited consumer awareness and engagement with these products. Online retailers may focus more on primary products rather than on how complementary products can enhance the overall shopping experience. Additionally, consumers may not perceive complementary products as essential or may view them as optional add-ons rather than integral parts of their purchase, thus diminishing their impact on perceived website quality. Secondly, cultural factors specific to Riyadh could play a role. Consumers in this region prioritize individual product attributes and direct benefits over complementary relationships. The shopping culture in Riyadh emphasizes value and necessity over additional, complementary items. Moreover, the nature of the products themselves could affect their perceived importance. Complementary products that are highly specific or niche may not resonate with a broad audience, reducing their overall impact on website quality. Conversely, more generic complementary products might not add perceived value if they do not significantly enhance the primary product's functionality or appeal.

Moreover, the study findings provide strong support for Hypothesis 5 and Hypothesis 6, indicating that website quality and flow experience have significant and positive effects on online impulse buying behavior. These results are consistent with previous studies by Akram et al. (2018), Huang (2016), and Turkyilmaz et al. (2015). They highlight the crucial role of well-designed websites and the experience of flow in stimulating customers' impulsive purchasing tendencies in the online shopping environment.

E-commerce companies are advised to make strategic investments in developing the trust and reputation of their brands to establish and succeed in the competitive E-commerce market. In addition, e-commerce providers must identify and address factors that may hinder the perception of enjoyment among consumers. For example, they should focus on optimizing the content volume on their websites to avoid confusion and ensure effective content management. Ensuring strong security and privacy policies and regulations is another key area of focus for e-commerce providers. They must take measures to protect their websites and prevent unauthorized access by hackers. Implementing user verification processes can also contribute to maintaining a high-quality e-commerce environment. To increase awareness and visibility in the E-commerce market, e-commerce providers should leverage appropriate marketing tools such as social media, videos, targeted advertising, and partnerships with established websites for Search Engine Optimization (SEO) purposes. These tools are particularly effective in reaching and engaging the large and active population of online consumers.

This study has provided valuable insights into retailers' perspectives on online shopping and offers practical recommendations for businesses entering the Internet retailing space. Retailers should prioritize user-friendly website designs and ensure the authenticity and appropriate presentation of content. Effective technology management is also essential for successful online shopping experiences. Understanding consumers' online behavior and its impact on purchase intention and behavior is crucial for researchers and academicians.

This study significantly contributes to knowledge and understanding of consumers' preferences and knowledge perspectives towards online purchase intention and actual purchase behavior. It enhances understanding of the dynamics of online shopping behavior, particularly from a developing country perspective. Managers should consider trustworthy and knowledgeable endorsers, as well as price sensitivity and the importance of intrinsic cues over extrinsic cues. Quality promotion and brand likability enhancement should be key focuses for managers, achieved through activities such as investing in product quality associations, promoting positive reviews, and increasing public relations efforts. Building familiarity among consumers through strategic initiatives will also contribute to a better reputation and increased likability.

The study's findings are based on a sample from Riyadh, Saudi Arabia, which may limit the generalizability to other regions or cultures. The unique cultural, economic, and social factors prevalent in Riyadh may influence consumer behavior in ways that do not apply to other areas. Future research should consider various regions and cultural contexts to enhance the generalizability and robustness of the findings.

8. Practical Implications

This study has practical implications for e-retailers, web designers, academicians, and managers of luxury brands, offering valuable insights into the antecedents of online purchasing attitudes and the impact of web quality and flow experience. For e-retailers and web designers, the study provides a comprehensive understanding of the influence of web quality on online purchase attitudes. By identifying the key aspects of web quality and their impact, e-retailers can optimize their website design and functionality to enhance the online shopping experience. The inclusion of perceived usefulness, perceived ease-of-use, perceived entertainment, and complementary relationship as key variables for web quality offers a checklist for web designers to organize the flow experience and stimulate positive online purchase attitudes. Academicians benefit from this study as it explores consumers' associations with impulse purchases and the elements that influence impulse buying behavior online. By identifying these elements, the study contributes to a deeper understanding of shoppers' motivations and behaviors in the online shopping context. For managers and firms of luxury brands, the study highlights the importance of social media marketing activities in reaching new customers and building relationships. Marketers can leverage social media platforms to maximize engagement and capture new segments of customers. Luxury brands can utilize social media to maintain and strengthen relationships with customers who are interested in purchasing luxury products. Additionally, customers can make more informed purchasing decisions by considering the social media marketing activities and products promoted through their preferred platforms. Overall, the findings of this study serve as a valuable guideline for managing social media marketing, customer relationships, and enhancing the online shopping experience, particularly in the fashion industry.

9. Conclusion

The study concludes that website quality is influenced by perceived usefulness, ease of use, entertainment, and complementary relationships. These findings provide empirical validation of the significant impact of website quality on online purchasing attitudes, emphasizing the importance of website quality indicators in shaping consumer behavior in the online channel. The results highlight the preference of online channel consumers for media and expert opinions, underscoring the importance of cultivating a collective voice to stimulate online purchases. Despite the exploratory nature of the study, it successfully sheds light on the current state of internet shopping in Saudi Arabia through robust empirical research. To further enhance the understanding of perceived usefulness and perceived ease of use, future research should examine the constructs concerning specific product types, allowing for a more nuanced assessment. The quantification of the effects associated with each perception construct should be explored through estimation methods. The mediating effect of perceived usefulness in the relationship between the intention to shop and perceived ease of use requires further investigation. Additionally, further studies should also consider incorporating external factors such as customer service, consumer risks, and product value as antecedents in replicated models. Recommendations for future research: Conducting longitudinal studies, utilizing focus groups, and employing larger sample sizes to obtain a more comprehensive and authentic understanding of Saudi online consumers' perceptions of online purchase intention. These methodological enhancements will contribute to obtaining more explicit and in-depth insights into individual perceptions. Furthermore, exploring alternative behavioral models or variables that may influence online purchase intention can provide a more holistic understanding of consumer attitudes and behaviors in diverse contexts. Overall, this study lays the foundation for future research endeavors aimed at expanding knowledge in the field of online consumer behavior and further understanding the intricacies of consumer attitudes and behaviors in online purchasing.

10. Future Directions

Future research should investigate the cultural influences that shape consumer behavior towards complementary products. This can help identify specific cultural factors that affect how these products are perceived and valued in different regions. Additionally, future studies should investigate the types of complementary products that are most effective in various contexts, as well as the strategies that optimize their promotion. By exploring these aspects, researchers can provide more valuable insights into how complementary products can enhance website quality and consumer purchasing behavior.

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