

The Role of Website Design Artifacts on Consumer Attitude and Behavioral Intentions in Online Shopping

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Abstract- With the widespread usage of the Internet, retailers moved enormously towards e-commerce. To get success in e-commerce, retailers must consider the liking and disliking of consumers in their website designs. Because of the easy availability of numerous online shopping websites, consumers are now choosy and selective in using these websites. It is important for retailers to know about consumers' attitude and behavioral intentions so that they design websites according to the consumers' requirements and reach their profit objectives. Several types of research have been conducted on the importance of web design artifacts and their effects on customer attitude and behavioral intentions. In this study, the review of four website design attributes i.e., visual design (color, typography), navigation design, content design, and interactive design is presented along with their influence on consumer attitude and behavioral intentions in e-commerce sites.

Keywords- Website design artifacts, Attitude, Behavioral intentions, E-commerce sites.

I. INTRODUCTION

The growing trend of internet technologies has given rise to electronic commerce (e-commerce). E-commerce can be described as buying or selling of products or services over the internet by using different devices such as desktop computers, laptops, tablets, smart phones, etc. There are different categories of e-commerce and business to consumer (B2C) is the most common among them. Example of B2C is online shopping or online retail. Companies earned huge revenue from online retailing like Amazon. According to statistics [1], \$2.3 trillion globally had been achieved in online retail sales in 2017, and this figure is predicted to reach \$4.48 trillion in 2021. People also find it easy to purchase goods at home because of the convenience. In China, 83% of the online population had purchased goods online in the second quarter of 2017 [2]. Moreover, about 1.66 billion people, globally, had purchased goods online in 2017 [1].

Companies developed e-commerce websites to promote their online business and provide services to their consumers. These websites act as the storefront of online stores, and consumers interact with e-retailers through these websites. In an online store, there are no direct dealings or contacts between consumer and retailer. Due to this, e-retailers depend comprehensively on these websites to communicate successfully with their consumers. At present, a large number of shopping websites are available that assist people in selling or purchasing products/ services. People like to shop online from the sites that are easy to use, friendly and interactive. It is expected that in 2021, globally, more than 2.14 billion people will purchase goods and services online [3]. Despite all this progress and success in e-commerce, statistics also show that a huge number of users abandoned a shopping cart because of poor and complicated interface design as 25% of users abandoned the shopping cart because of lousy navigation [4]. Therefore, to improve users' experience, it is important to utilize the website design artifacts carefully.

Website design artifacts are characteristics or features of a website. Each user perceives them according to his capabilities. There are different design artifacts that designers used in a website to make the website user-friendly, attractive, accessible, interactive, and useful. These artifacts have a significant impact on consumers' behavioral intentions and attitude. As shown by the previous literature, in online shopping during consumers' initial experiences, website design interface is one of the significant factors because design artifacts and interaction experience influence consumers' beliefs and behavioral intentions [5] and attitude is affected by beliefs [6]. T. Lee [7] conducted a study to examine the influence of interactivity perception on buyer's purchase intention and trust in m-commerce. Results revealed the significance of interactivity constructs in the context of m-commerce. Perceived contextual proposal and ubiquitous connectivity, along with other interactivity components, positively forecast the buyer's satisfaction and purchase intention. There is a comprehensive list of

website design artifacts in the literature, but in this review paper as shown in *Figure 1*, we mainly focus on the visual design, interactivity, navigation, and information design artifacts due to their significant impact on behavioral intentions and attitude in the literature[8], [9].

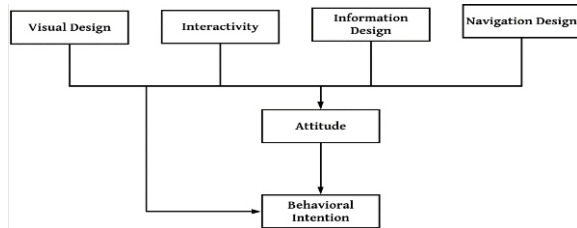


Fig. 1 - Design Artifacts Effect on Attitude and Behavioral Intention

This paper is arranged into five sections. Following the introduction section I, section II presents the theoretical background of attitude and behavioral intention along with website design artifacts. Section III presents the summary of different studies that were conducted in the context of online shopping, and their findings are also there. Section IV encapsulates the discussion followed by the conclusion in section V. Future work and references are given in proceeded sections.

II. THEORETICAL BACKGROUND

i. Attitude and Behavioral Intention

Attitude is an outcome of a psychological procedure and represents the expressions of an individual favorableness or unfavorableness feelings towards a product in online shopping. Additionally, it is a process in which an individual build opinions towards specific product, service, or idea [10]. It is not observable but can be inferred through individuals' actions or sayings. Attitudes are built through personal experiences, friends' reviews, social media, and news. There are more chances to purchase online if a consumer has a positive attitude towards the website. Attitude is an important construct in e-commerce because it affects actual purchase behavior. According to Fishbein and Ajzen (1975) theory [11], the attitude and behavior relationship is mediated by behavioral intention (see *Figure 1*). To know the actual behavior, it is important to learn about the intentions of an individual through attitude. Attitude first influences consumers' intention then, in turn, influences their actual behavior[10].

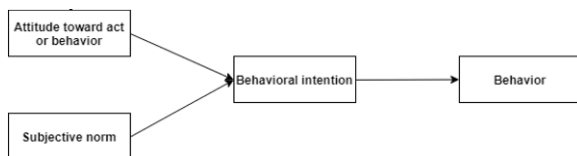


Fig. 2 - Theory of Reasoned Action [11]

Intentions are the extent of efforts that hardly people are willing to exert to perform the behavior. Behavioral intention refers to the consumers' probability to purchase products using e-commerce services –[12]. It is considered one of the motivational factors that influence behavior [13], [14]. Some of the key dimensions of behavioral intention that have been discussed in the literature were purchase intention[15], revisit intention [16], continuance intention [17], retail patronage intention [18], and repurchase intention [19]. According to the theory of planned behavior, for any given behavior to happen, its intention to perform that behavior already exists. To capture consumers' mind, it is more effectual to measure intentions than behavior as consumers may make purchases because of certain conditions than actual preferences [20]. As concluded by Delafronz *et al.* [6] and Fong [10], online purchase intention is affected by the beliefs through attitude and attitude is a strong predictor to revisit intention towards the website [21]. Several researchers have examined the relationship between attitude and behavioral intentions in online shopping [22], [23]. In this survey, we used satisfaction and trust as attitude dimensions and evaluated their impact on behavioral intentions concerning website design artifacts[24].

Agift *et al.*[25] determined that website design is one of the most important factors that influence consumer attitude and purchase behavior. Sensuse *et al.*[17] studied the factors that contribute towards the continuance intention of consumers to use m-commerce service in transportation. The study examined the relationship by considering the moderating influence of flow, satisfaction, and trust. The case study was employed in Go-jek, an Indonesian transportation mobile app service. Results showed that information quality, privacy and security apprehensions, system and service quality all had a significant impact on consumers' continuance intention towards mobile purchase. Continuance intention is affected by satisfaction and trust but not by the flow. This is also indicated by the information system (IS) continuance theory that satisfaction contributes towards continuance intention –[26]. Another researcher Chen [27], explored the relationship between quality of m-shopping, purchase intention, and firm performance. The results showed the significant impact of purchase intention on firm performance.

ii. Website Design Artifacts

As stated by Liat *et al.*[14], good quality websites increase consumers' satisfaction, which leads towards higher purchase intention. In contrast, a website with poor, ambiguous, and difficult design fails to satisfy

and attract consumers and lead towards lower purchase intention. The interfaces of websites have a strong influence on consumer attitude, behavior, and decision making. Therefore, it is essential to know about the design artifacts that influence consumer attitude and behavioral intentions. Below is the description of some important design artifacts along with their impact on consumer attitude and behavioral intentions.

a. Visual Design

Visual design refers to the interface design elements such as aesthetics, balance, space, and uniformity that improve the appearance and feel of a website [28]. Design aesthetics mainly concerned with colors, font types, layout, and graphics of the website. According to Faisal *et al.*[29], aesthetic design (color and typography) is a strong determinant of user satisfaction. An aesthetically pleasing, well-aligned, and organized website positively affects users' behavioral intention [30], and its absence may adversely affect behavioral intention. Previous literature shows that visual design, navigation design, content design, and transaction design are important artifacts for website success. Websites that incorporate these design artifacts are more likely to attract consumers towards the purchase and increase their satisfaction. Oyibo *et al.*[31] suggest that designers should not neglect the importance of aesthetics, as aesthetics play an imperative role in user experience and the inclusive decision of credibility.

a.1. Color

Color is an important aspect to draw user's attention towards specific information. It helps users to perceive and memorize the meaning of labels, buttons, logos, links, etc. [29]. Color improves the readability of text regarding typography. Main components of the color are hue, saturation, and brightness. Hue discriminates one color from another, saturation is the hue richness, and brightness differentiates light color from dark color. Pelet *et al.*[32] examined the influence of website colors and components of colors on mood, memorization, and purchase intention of e-commerce consumers. Experiments were conducted in a laboratory, and responses were collected from 296 participants. The results showed that chromatic colors, such as green and yellow, increase memorization of consumers than achromatic colors (black and white) are. Results also indicated that positive mood increases purchase intention while in contrast, negative mood decreases purchase intention but had a significant impact on memorization. Furthermore, low brightness enhances memorization and purchase intention. Authors suggested that retailers should choose hues carefully for the dominant and dynamic colors and set them according to their goals.

Aesthetically pleasing colors can be helpful for online shopping retailers who want consumers to have positive feelings with their brands. Colors with long-wavelength like blue and green are more pleasant than short-wavelength colors like yellow and red [33]. Colors have a significant influence on behavioral intentions [34]. Hall *et al.*[33] examined the effect of text and background color combination on retention, behavioral intention, aesthetics, and readability. 136 participants studied commercial and educational web pages. Findings showed that colors with higher contrast lead towards higher readability. Black on white, white on black, and light blue on dark blue all had a significant impact on readability. Retention was not affected by the color combination. Chromatic colors and blues lead towards higher behavioral intention and aesthetics. A series of studies are available that examined the impact of color on attitude and behavioral intentions[21].

a.2. Typography

Typography is the appearance of textual information on the websites/apps to attract the user's attention. It is the arrangement of text in an attractive, readable, and comprehensible manner. It provides a way to communicate spoken information. Typography plays a significant role to enhance the satisfaction and trust of e-commerce customers. High-quality typography reduces the user's time to understand and get the intended information from the websites. As indicated in [35], each typography represents its character, and when this character is not utilized for the suitable purpose then, so many misinterpretations can occur.

The features that affect typography are font, spacing, and alignment. The font family divided into two main categories: serif and sans-serif. The latter is considered the easiest font to read text on computer screens [58]. According to Pusnik *et al.*[36], users quickly processed and recognized words that are written in Calibri typeface. Low contrast text with small font size is the reason for poor readability. The very small distance between the lines makes the words complex and difficult to recognize. It increases the time and cognitive effort of users to understand the text. So, the preferred line spacing is 1.5. Paragraph alignment is also an important feature. A paragraph can be aligned left, right, and center. In western culture, left alignment is common [37] according to Yang *et al.*[58], the importance of line spacing, style, and size is 56%, 35%, and 12% respectively. Various studies[38] showed that size, spacing, color, typeface, and alignment greatly affected the user attitude, i.e., trust and satisfaction in e-commerce websites.

b. Interactive Design

According to Zeithaml *et al.* [39], interactivity is the

ability of the user by which he can link with the people behind the website, synergistically search for information, and carry dealings with the website. It leads towards the user satisfaction and revisits towards the websites. It is a distinguishing feature of a website which discriminates it from magazines, newspapers, and other media "[40]. Interactivity determines how much a user is capable of changing the presented information in real-time [41]. Interactivity entails the sense of user's satisfaction and pleasure [42]. As stated by Yim *et al.* [43], interactivity is determined by the effective delivery process technologically that encourages an individual to communicate. Also, through the Interactive mobile app, the relationship between consumer and retailer can strengthen[44].

Connectedness, user control, responsiveness, personalization/ customization, and playfulness are the features of interactivity that were discussed in various studies [29], [45]. Through confirmatory factor and explanatory factor analysis, Yang *et al.*[46] identified four dimensions of mobile interactivity, i.e. responsiveness, ubiquity, two- way communication, and synchronicity. They examined the influence of mobile interactivity on the response variables of consumers (satisfaction, enjoyment, and loyalty) in mobile shopping. Findings showed that responsiveness and synchronicity had a positive influence on enjoyment.

In the online shopping business, it is important to engage and absorb consumers positively in their activities so that they shop and return to the online shops. We can achieve this through interactive websites and apps. Through interactivity, the forecasting of consumer' satisfaction and purchase intention is possible.

c. Content Design

Content is the description of what retailers want to sell, what services they provide to consumers, how much successful sales are, and so on [47]. Content quality refers to the accurate, updated information about the products or services, the online store offered to the consumers. If this information is not accurate or complete, then the consumer loses his trust in retailers. Several studies have examined the effect of content quality on consumers' attitude[29], [48] and behavioral intentions [9]. It is considered the key feature of websites and also known as information quality [49]. By using mix multimedia and text, retailers can attract more consumers. Contents should be displayed shorter in length to evade excessive scrolling, especially in the case of mobile shopping where screen size is limited. It is used to predict consumers' attitude and behavioral purchase intention [50]. Sam *et al.*"[51] examined the relationship between website quality aspects and

purchase intention in online shopping of airline ticket. Results showed that website design, perceived risk, content quality, usability, empathy, and trust all had a significant impact on purchase intention. Brilliant *et al.*[52] investigated the elements that influence satisfaction and also, the effect of satisfaction and trust on Indonesian consumers' loyalty in an e-commerce context. The results depicted that trust had an influence on loyalty and was affected by information quality. E-vendors of Indonesia should provide trusted information about products in their websites so that trust will be generated by customers, and ultimately, loyalty will be achieved.

d. Navigation

Navigation refers to the structure and organization of a website. It plays the role of a roadmap that guides the user to find the required areas and information contained in a website [53]. It is important to maintain the consistency between all website pages relating to their appearance and navigational system [37]. According to Cockburn *et al.*"[54], if a portion of WWW users finds little inefficiency in navigation, it will lead to tremendous productivity losses. Poor navigation is more severe than slow download speed [3]. To establish trust among users, navigation, the design of the interface is one of the important factors [1]. Since people do online shopping for their convenience so, make e-commerce websites as easy to use as possible. The strong impact of navigation on customer satisfaction and trust have been observed in [29], [55].

Navigation also has a strong impact on gender. To verify the gender' website design preferences in higher and lower masculinity states, Cyr *et al.*[28] surveyed in six states. Authors determined the relationship between design artifacts (visual, informational, and navigational design), trust, and satisfaction. The moderating influence of gender was also examined in the model. As verified by the results, more gender differences were found in higher masculinity states as compared to lower masculinity states. Among all the relationships, gender found to be an active mediator between navigation and trust and between information design and satisfaction.

To make our understanding more clear, the next section will discuss the impact of different artifacts on consumers' attitude behavioral intentions and behavior.

III. COMPARATIVE ANALYSIS OF DIFFERENT STUDIES

In this section, the comparative analysis of different studies that were conducted in online shopping is presented, see Table I. This will be helpful for the designers who want to see the effect of different design

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Table I- Comparative Analysis of Studies Regarding the Impact of Website Design Artifacts on Consumer Attitude, Behavioral Intentions, and Behavior

Study Reference	Variable	Performance Measure	Sample Size	Outcomes
Kim <i>et al.</i> [56] - (2018)	Interactivity, compatibility, time convenience, and effort expectancy	Mobile app engagement	503	The results revealed the significant impact of compatibility, interactivity, and time convenience on app engagement with interactivity proved to be a strong determinant of app engagement.
Pelet <i>et al.</i> [57] - (2017)	Color, Font, Layout, emotions	Purchase intention, revisit	312	The experiments proved that there is a positive influence of mobile website design features and consumer emotions on the purchase, recommendation, and revisit intentions toward the websites.
Alkhalifah [58] - (2017)	Content and navigation, security and privacy, and advertisement	User Experience and acceptability	-	The author suggested that navigation and contents should be designed in a way that satisfies different screen sizes of mobiles. Security and privacy should be provided to generate trust among consumers. Moreover, designers should design attractive web pages to appeal to new consumers.
Oyibo <i>et al.</i> [31] - (2017)	Perceived aesthetics, perceived usability	Perceived credibility	526	This study examined the correlations between usability, aesthetics, and credibility and the moderating influence of gender. Results revealed that the relationship between perceived aesthetics and perceived credibility was stronger than perceived usability and perceived credibility.
Sensuse <i>et al.</i> [17] - (2017)	information quality, privacy and security apprehensions, system and service quality	Continuance Intention	84	Information quality, privacy and security apprehensions, system, and service quality all had a significant impact on consumers' continuance intention of using mobile purchase. Information quality considerably influenced flow and satisfaction and ultimately, affect continuance intention.
Sohn [59] - (2017)	Aesthetic, security, information, and technical quality	Perceived usefulness for purchasing through mobile online stores, Perceived usefulness for information search through mobile online stores	789	The author concluded that through consumers' beliefs about mobile shopping website quality (aesthetic, security, technical and information quality), they form usefulness perceptions of m-commerce websites.
Faisal <i>et al.</i> [29] - (2017)	Navigation, color, interactivity, content quality, and typography	Satisfaction, trust, loyalty	558	For uncertainty avoidance culture, all the design artifacts had a significant impact on user trust and loyalty. The impact of trust was stronger on loyalty as compared to satisfaction on loyalty. Therefore, to build trust and satisfaction among users, website design artifacts played a significant role.

Pengnate <i>et al.</i> [8] - (2017)	Visual appeal, perceived usefulness, and ease of use	Trust and intention	192	Results showed that visual appeal and ease of use were the factors that develop online trust among male customers while visual appeal served as the most dominating trust factor among female customers. Perceived visual appeal produced a much stronger effect on trust than perceived ease of use
Yang <i>et al.</i> [46] - (2017)	Interactivity (Two-way communication, responsiveness, synchronicity, and ubiquity)	Enjoyment, satisfaction, and loyalty	337	Findings showed that responsiveness and synchronicity had a positive influence on enjoyment. Ubiquity was the only dimension that had a positive influence on all the three response variables of consumers. Two-way communication hurt loyalty and did not influence satisfaction and enjoyment.
Chiu <i>et al.</i> [60] - (2016)	Human aspects (global search feature, humor, language options, and feedback features) and computer aspects (page design, up-to-date information, and assurance of privacy)	Behavioral Intent (purchase and revisit intents)	303	Authors found a strong influence of human aspects on entertainment, informativeness, and irritation, and, in contrast, the strong influence of computer aspects on usefulness. Also, results indicated that behavioral intents were strongly affected by the attitude rather than the flow.
Njegus <i>et al.</i> [61] - (2016)	Website design, content quality, product presentation, personalization, responsiveness, and security	Emotions and Behavioral Intentions	102	Results verified that website design had a strong impact on consumers' emotions and behavioral intentions.
Brilliant <i>et al.</i> [52] - (2013)	User interface quality, information quality, perceived security and perceived privacy	Trust, Satisfaction, Loyalty	134	This study depicted that loyalty was not affected by satisfaction, but trust had an influence on loyalty and was affected by information quality.
Shiau <i>et al.</i> [62] - (2013)	Navigation, curiosity, perceived hedonic value, and attitude	Group-purchasing intentions	290	Empirical findings of this study showed that both design artifacts (i.e., navigation and curiosity) had a positive and significant impact on hedonic values, attitude, and group-purchasing intentions.
Chen [27] - (2013)	Website quality (System Quality, Information Quality, and Service Quality)	Purchase intention and firm performance	217	Service quality, system quality, and information quality all had a significant impact on purchase intention and firm performance. Also, the results verified the significant impact of purchase intention on firm performance.
Cyr <i>et al.</i> [28] - (2013)	Navigation design, information design, and visual design	Satisfaction, trust	955	As verified by the results, more gender differences were found in higher masculinity states as compared to lower masculinity states. Among all the relationships, gender found to be a strong mediator between navigation and trust and between information design and satisfaction.
Gao [53] - (2013)	Interactivity, information quality, visual appeal, navigation, and response time	Satisfaction and Intention	120	All attributes had a positive relationship with satisfaction except navigation, which hurt satisfaction. Satisfaction with experience also demonstrated a positive relationship with revisit and purchase intentions. Among all the features, information quality had the strongest impact on satisfaction.
Hsu <i>et al.</i> [9] - (2012)	Website Quality (system quality, service quality, and information quality)	Satisfaction and purchase intention	534	Results demonstrated that perceived playfulness and perceived flow had played a mediating role among website quality (i.e., system quality, service quality, and information quality), consumer satisfaction, and purchase intention.

Thongpapanl <i>et al.</i> [50] - (2011)	Information content and website personalization	Satisfaction, purchase intention, Online sales	207	Results indicated that online vendors must ensure the distribution of accessible, relevant information to the buyers and personalized buyer facility to get success in the online market. Both factors confidently affected the buyer's satisfaction and purchase intent.
Suki [63] - (2011)	Interactivity, customization, usefulness, ease-of-use, responsiveness, and brand image	Satisfaction and trust	200	Brand image, responsiveness, and ease of use significantly influenced consumer satisfaction towards sellers while satisfaction, brand image, and responsiveness had a significant influence on consumer trust towards sellers in m-commerce.
Eid [64] - (2011)	User interface quality, information quality, perceived security, and perceived privacy	Satisfaction, trust, loyalty	218	Results showed that user interface quality and information quality both had a positive impact on user satisfaction. Trust was greatly affected by the user interface quality as compared to information quality. Also, security risk and perceived privacy were important key factors for trust.

VI. DISCUSSION

The website is a way of communication between the consumer and retailer in e-commerce. Through websites, both parties can communicate and share product/ service-related information. The design of the websites should be user-friendly, attractive, and interactive for the establishment of better relationships between consumer and retailer. Therefore, we can say that the website design is a critical process in e-commerce. It either makes business up or down. The easy availability of enormous online shopping websites makes it essential for retailers to know about consumers' attitude and behavioral intentions in order to meet consumers' needs and get a suitable position in the current competitive environment. According to the technology acceptance model (TAM), beliefs affect attitude, which in turn lead towards behavioral intention and finally, actual user behavior is determined [10]. Therefore, to determine consumer behavior, it is important to know about attitude and behavioral intentions. The effect of website design artifacts on consumer attitude and behavioral intentions is shown in Table I.

Visual design, as discussed earlier, is related to appearance and feel of a website. Consumers make attitude positive towards the website in the current competitive environment, it is important to make website appearance more appealing and engaging. In this perspective, choosing the right colors with suitable hues and high-quality typography can help retailers to gain consumers trust and increase their purchase intention. Customer's acceptance or rejection of a website depends upon color is over 60% [21]. Pelet *et al.*[65] proved that there is a positive influence of mobile website design features (font, color, and layout) and consumer emotions on the purchase, recommendation, and revisit intentions toward the websites. Different colors have a different impact on

purchase intention, as found by Lalomia *et al.*[34] blue has a stronger impact on purchase intention as compared to red. Another author, Maheshwari *et al.*[66] also showed that blue color and Times New Roman typeface positively influenced the trust than green color and Courier typeface. Colors also have a significant influence on typography as it provides the intended meaning of the message, enhanced readability, and drawing users' attention to the intended message. Hence, a website that comprises suitable visual design (i.e. colors and typography) may be successful in attracting and engaging consumers towards the website and lead towards satisfaction and trust[67].

Color and navigation both aspects are important to make website attractive, appealing and easy to use. Navigation works like a road-map in a website make it easy for the user to move around the website, and stay there. Hernandez *et al.*[68] stated that satisfaction of consumers towards the website would increase if they find within a few clicks what they want on the website — moreover, Shiau *et al.*[62] concluded that through navigation design and intrinsic curiosity, the group-purchasing intentions of consumers could be generated. Consequently, content quality provides information about who you are, what you are going to sale, and how much value you give to your consumers. In this context, the appearance (typography) of the text also matters that helps consumers to read and understand information quickly. Prior research suggests that online vendors must ensure the distribution of accessible, relevant information to the purchasers' to increase satisfaction and purchase intention [50]. Furthermore, to predict satisfaction and purchase intention, navigation, and content design are strong factors [29]. According to Ganguly *et al.*[69], designers should use website design artifacts such as navigation design, information design, and visual

design effectively as marketing tools to create trust among consumers and improve their purchase intention.

Interactivity helps users to make feel that they are part of the system, and this will increase the user's belief towards the system. Gao[53] examined the influence of website quality features on satisfaction with experience to determine the consumers' revisit and purchase intentions in a mobile shopping context. The website quality features such as navigation, visual appeal, information quality, interactivity, and response time had a significant impact on satisfaction and in turn, satisfaction positively affected revisit and purchase intentions. Among all the features, information quality had the strongest impact on satisfaction. There are also other studies that emphasized the significant impact of website interactive features on consumer attitude and behavioral intentions[7], [70].

V. CONCLUSION AND FUTURE WORK

We can conclude from the above discussion that website design artifacts are significant for making consumers attitude positive towards e-commerce websites and also to improve their intentions to purchase from online stores. There are many factors that affect attitude and behavioral intentions of online shopping consumers such as subjective norm, service-related factors, individual differences, company related factors, shopping experience [6], [12], [15], [19] but in this survey, we mainly focused on the effect of website design artifacts (visual design, interactive design, content design, and navigation design) because of their significant impact on attitude (satisfaction and trust) and behavioral intentions. Substantial discussion is presented in this paper that showed the impact of visual design, navigation design, interactive design, and information design on consumer attitude and behavioral intentions. However, there is a need to explore the impact of typography in this perspective further. The better/ effective utilization of all these design artifacts can lead us towards more successful online business. In this study, we studied the impact visual design, content design, and navigation design on consumer attitude and behavioral intention. We are interested in investigating their impacts, in-depth, on attitude, behavioral intention and behavior along with other artifacts such as personalization, responsiveness, privacy, and security by conducting experiments on the apparel website. E-commerce trend is moving towards mobile technology very fastly so, in future, we will also determine the effect of website design artifacts on consumer behavior in mobile interfaces across different cultures. Moreover, the effect of typography, in-depth, across different cultures correspondent to the gender will be taken into consideration.

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