

Moderator-moderator: Digital coupon sales promotion, online reviews, website design, and the online shopping intention of consumers in Jordan

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ABSTRACT

Although there have been unprecedented advances in technology worldwide, it is challenging for businesses and marketers to develop novel strategies of attracting consumers because the latter's online shopping intentions have not changed according to the technological advances. Given these considerations, the present paper investigated how online shopping intention was influenced by website design and online reviews, how the relationship between website design and online shopping intention was moderated by online reviews, and how the relationship between online reviews and online shopping intention was moderated by digital coupon sales promotion. To that end, the paper drew on the theoretical framework of the Unified Theory of Acceptance and Use of Technology. A sample of consumers from Jordan was used for data collection, with Smart Partial Least Squares being employed for the analysis of the 225 responses received. Based on the findings, online shopping intention was favorably influenced by website design and by online reviews, while the relationship between website design and online shopping intention was moderated by online reviews. Likewise, the relationship between online reviews and online shopping intention was moderated by digital coupon sales promotion. Digital marketing agencies can use such findings to develop a marketing strategy targeting young adult consumers in Jordan.

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1. Introduction

Through the introduction of the novel trend of e-commerce, otherwise known as social commerce or social shopping, Internet technology and social media have altered the way consumers behave in terms of their shopping habits. The influence of social media on consumer shopping behaviour is reflected particularly through the consolidation promoted by e-commerce on social media platforms to stimulate shopping via chat rooms, online communities, systems of recommendation, and social networks (Al-Gasawneh & Al-Adamat, 2020; Zhang et al., 2018; Hansen, Saridakis & Benson, 2018). Additionally, through these means, consumers are also encouraged to talk about and rate products and services, produce reviews, take part in forums, and share their use experiences (Hsu, Yu & Chang, 2017). However, consumers perceive the Internet as a chaotic environment, as noted by Tan and Guo (2005), and therefore, the advantages of online shopping must be made to outweigh its disadvantages.

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E-commerce is developing at a fast pace in the region of the Middle East and North Africa (MENA), with the market worth being estimated to reach US\$28.5 billion by 2023 (MENA bytes, 2019). A large number of businesses participate in online shopping, which is a specific form of e-commerce whereby the Internet is used to facilitate the sale of products or services (Al-Shukri, 2019).

The popularity of online shopping is increasing in Jordan as well (Masoud, 2013), with businesses beginning to adopt e-commerce business models and making their products and services available for sale online. However, Jordan is a developing country, and unlike other Middle Eastern countries, e-commerce and online shopping have not yet reached maturity. The uptake of online shopping in Jordan was especially poor when the technology was first introduced due to the fact that consumers were not familiar with it, which made them wary about using it (Al-Gasawneh et al., 2020). The situation was further compounded by the absence of insight into consumers' online shopping behaviour.

Several researchers argued that website design and content played a significant role in stimulating consumers to buy online (Cyr, 2008; Ganguly et al., 2010). The importance of website design was highlighted by Hasan (2016), who observed that a poor website design had an unfavourable impact on consumers' online shopping intention. An additional factor identified as having influence over online shopping intentions was online reviews (Obeidat, 2013; Elwalda & Lu, 2016), which were also suggested as a solution for website design improvement (Bowman, 2019).

The results reported by earlier studies are less consistent when it comes to the correlation between online reviews and online shopping intention. For instance, Lee (2009) noted that online shopping intention was favourably influenced by online reviews, whereas Hsu, Yu and Chang (2017) found that negative online reviews reduced consumers' intention to shop online. By contrast, online reviews were influenced in a positive way by e-coupon promotions (Berkey, 2019; Sigala, 2013). The impact of online marketing on shopping habits has also been the focus of study, with e-coupons being found to be a common strategy for appealing to consumers in competitive markets (Chen, Guo & Gondwe, 2016; Oliver & Shor, 2003). E-coupons influence online shopping intention because they can encourage consumers to shop online, thereby achieving the goal of enhancing sales.

Considering the aspects outlined above, the purpose of the present work is to investigate how online shopping intention is influenced by website design and online reviews, as well as to determine how the relationship between website design and online shopping intention and the relationship between online reviews and online shopping intention are respectively moderated by online reviews and by digital coupon sales promotion.

2. Review of the literature

2.1 Unified Theory of Acceptance and Use of Technology (UTAUT)

According to the UTAUT, behavioural intention and behaviour itself are shaped by four major aspects, namely, performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003). Since it was first formulated, the UTAUT has become a popular framework for the empirical investigation of user intention and behaviour in the field of technology adoption and diffusion. So far, there have been almost 5000 citations of the initial work by Venkatesh et al. (2003), with UTAUT being applied to explore various technologies (e.g. Internet, websites, hospital information systems, tax payment systems, mobile technology), control factors (e.g. age, sex, experience, use voluntariness, income, education), and types of users (e.g. students, professionals, general users). As regards this work, the UTAUT is applied to examine how the online shopping intention of various groups of consumers can be influenced by website design, online reviews, and online coupon sales promotion.

2.2 Online shopping intention

After electronic mail and web surfing, online shopping has become the third commonest activity performed on the Internet (Jamali, Samadi & Marthandan, 2014) since e-commerce was launched. Reflecting how willing consumers are to shop online for products or services (Close & Kukar-Kinney, 2010; Li & Zhang, 2002), shopping intention is the starting point of online shopping. Similarly, online shopping intention has been defined by Iqbal, Hunjira and Rehman (2012) as the extent to which consumers are willing to make use of Internet services to purchase products or services or to compare the cost of different products.

Shopping intention can serve as the basis for anticipating consumer behaviour, and in turn, it is influenced by several factors, which is why the measurement of shopping intention is no easy task. One study argued that emphasis on privacy and security can help to promote online shopping intention (Schlosser, White & Lloyd, 2006). This reflects the fact that there are other aspects determining consumers' confidence in having their needs and desires met by businesses besides goodwill. Given that shopping intention is often employed as a tool to forecast consumers' actual purchasing habits, the present work investigated online shopping intention based on several parameters, including the likelihood of shopping for products online, suggesting online shopping to others, and making future purchases if the first experience of online shopping was positive. To that end, the work drew on the research conducted by Al-Gasawneh et al. (2020).

2.3 Website design

Website design plays a key role in drawing consumers' attention to an online store. Indeed, a direct correlation has been established between consumer satisfaction with e-commerce and website design quality (Cho & Park, 2001). Website design can be defined as the way content is organised on a particular webpage (Ranganathan & Grandon, 2002). A technical interface rather than a human agent is usually preferred by consumers to mediate their interaction with an online store (Wolfenbarger & Gilly, 2003), which is why website design has such a significant effect on consumer satisfaction. Furthermore, besides affecting the general consumer satisfaction, website design has been demonstrated to influence perceived service quality as well (Lee & Lin, 2005). Evidence has also been produced that shopping intention is favourably influenced by website design (Ranganathan & Ganapathy, 2002).

However, the factors related to website design are a source of disagreement between researchers. Building on the studies cited above, the present work sought to gain greater clarity about those factors of website design based on the premise that the wide variety of such factors warranted the formulation of a classification framework to improve understanding of the impact of website design factors on trust in B2C e-commerce. In line with Kim and Lee (2002), website design can be assessed in terms of process and in terms of architecture. In terms of process, market transactions are considered to comprise a number of processes and the system represents a series of processes. In terms of architecture, the system is considered as a set of webpage documents.

From the architecture viewpoint, content, structure, interaction, and presentation are the major elements of website design. Content refers to the information provided on a webpage, while structure refers to the layout of the information (e.g. hierarchical, network, etc.). Interaction can be understood as the ease with which users can navigate the webpages (Park & Kim, 2000) and presentation is related to how attractive a website is from an emotional perspective (e.g. use of visual aids).

The architecture viewpoint was adopted in this work because it focuses on aspects associated with system implementation. In keeping with this viewpoint, information design, navigation design, and visual design are the three categories of design factors distinguished by Ganguly et al. (2010) in relation to online shopping. The aspects of information content and organisation are encompassed by information design, whereas navigation design and visual design are respectively concerned with the aspects of interaction and presentation.

2.4 Online Consumer Reviews

Consumer reviews are a component of e-WOM (Almana & Mirza, 2013). As explained by Khammash (2008), online consumer reviews can be converted into feedback and recommendations of specific products or services from consumers with experience of those products or services, thus helping to increase the shopping intention of new consumers. Due to the fact that they provide information and recommendations in keeping with their use experience, consumers who write online reviews and give recommendations can be considered to be information agents and recommenders (Park, Lee & Han, 2007). In relation to the purposes of the present work, online reviews were investigated from the perspective of source credibility and the quality, quantity, and valence of reviews. Source credibility reflects the extent to which consumers perceive a source of information as trustworthy (Sutanto & Aprianingsih, 2016). Great significance is attached to information sources, which is why they must be reliable, honest, and dependable (Cheung, Lee & Rabjohn, 2008). Furthermore, Bataneh (2015) emphasised that consumers' receptivity to information depends on source credibility as well. Review quality refers to the extent to which a review is impartial and logical, as well as sufficiently and coherently informative in relation to a particular product or service (Park, Lee & Han, 2007). Information is considered to possess greater strength and efficacy if it is comprehensible and objective instead of emotional and partial (Petty & Cacioppo, 1984). The number of reviews associated with a certain product or service is perceived by consumers to reflect the level of popularity and value of that product or service (Bataneh, 2015). Indeed, the amount of information that is available plays an important role in consumers' decision-making about purchasing a product or service (Lee, Park & Han, 2008). Consumers rely on reviews from other users to decide whether or not to make a purchase and a high number of reviews provides reassurance that many other people purchased a particular product or service (Park, Lee & Han, 2007). Review valence refers to the proportion of favourable and unfavourable statements within reviews related to a certain product or service (Cheung & Thadani, 2012). Consumers rely on review valence to assess a product or service (Lopez & Sicillia, 2014), and therefore it can be said that review valence shapes consumers' shopping intention as well (Park & Lee, 2009). Furthermore, as argued by Cheung & Thadani (2012), review valence holds great power of persuasion since the information it confers helps consumers to decide whether to make a purchase or not.

2.5 Digital Coupon Sales Promotion

The strategy of coupon sales promotion is designed to encourage consumers to purchase particular products or services by providing the incentive of reduced cost. Coupons are available in paper format, being distributed via mail, alongside other products, or through various publications (Kotler et al., 2014), or in digital format, being distributed through different social media platforms. Coupons have a significant effect on consumers' decision to make an initial or repeat purchase (Suryaningsih et al., 2019).

2.6 Formulation of hypotheses

2.6.1 Website design and online shopping intention

Trust is favourably influenced by website design. By making a website appealing and attractive, design affords users a sense of 'overall enjoyment' (Cyr, 2008). Several studies found that both website design and website quality were positively correlated with online shopping intention (Ganguly et al., 2010; Hasanov & Khalid, 2015). On the other hand, Hasan (2016) reported that the intention to shop online was negatively affected by website design. Taking into account the findings from earlier studies, the following hypothesis was formulated:

H₁: *Online shopping intention is positively influenced by website design.*

2.6.2 The moderating role of online reviews

Backlinks represent links that send users to a particular website and are used by search engines to establish authority to some extent. Businesses can promote reviews as a strategy of obtaining backlinks from well-known and reputable websites (e.g. Facebook, TripAdvisor), thereby gradually improving their search ranking. Hence, businesses can use the online reviews left by customers to refine their platform and website design (Bowman, 2019). As previously mentioned, online shopping intention is influenced by online reviews (Obeidat, 2013; Elwalda & Lu, 2016) and is favourably correlated with website design (Cyr, 2008; Ganguly et al., 2010). However, there are also reports that website design and online shopping intentions are negatively correlated (Hasan, 2016). Considering these considerations, the present work concluded that the relationship between website design and online shopping intention is variable and both website design and online shopping intention are subject to the influence of online reviews. Given this variability, this work argued for the need for a moderating variable, in keeping with the suggestions of earlier studies (e.g. Baron & Kenny, 1986; Bibi et al., 2016; Al-Gasawneh & Al-Adamat, 2020). More specifically, the chosen moderating variable was online reviews. Hence, the second hypothesis was:

H₂: *The relationship between website design and online shopping will be stringer when online reviews is high.*

2.6.3 Online reviews and online shopping intention

The findings from the study by Obeidat (2013) suggested that online reviews had a favourable impact on the online shopping intention of consumers with substantial cognitive needs, whereas the number of reviews did not. The influence of online reviews on online shopping intention was also highlighted by Elwalda and Lu (2016), while Lee (2009) found that online shopping intention was favorably influenced by the quality of online reviews. There is evidence that the number of reviews positively influences online shopping intentions as well. Similarly, Hsu, Yu and Chang (2017) reported that consumers were less likely to make online purchases after reading unfavourable online reviews. Based on these aspects, the third hypothesis was formulated as:

H₃: *Online shopping intention is favourably influenced by online reviews.*

2.6.4 The moderating role of digital coupon sales promotion

Shopping has been revolutionised by online marketing and e-coupons are now a widely adopted strategy to cope with fierce market competition and get the attention of consumers (Chen, Guo & Gondwe, 2016; Oliver & Shor, 2003), with the purpose of boosting sales and encouraging online purchases. Therefore, e-coupons have an influence over online shopping intention. There is also evidence that e-coupon promotions have a favourable impact on online reviews (Berkey, 2019; Sigala, 2013). The Internet and social media facilitate interaction between customers who can therefore act as representatives of a business by producing online reviews. Online shopping intention has been positively correlated with online reviews by some researchers (Lee, 2009; Elwalda & Lu, 2016) but negatively correlated with website design by other researchers (Hsu, Yu & Chang, 2017). Considering these considerations, the present work concluded that the relationship between online reviews and online shopping intention is variable and both online reviews and online shopping intention are subject to the influence of e-coupon sales promotion. Given this variability, this work argued for the need for a moderating variable between online reviews and online shopping intention, in keeping with the suggestions of earlier studies (Baron & Kenny, 1986; Bibi et al., 2016; Al-Gasawneh & Al-Adamat, 2020). More specifically, the chosen moderating variable was e-coupon sales promotion. Hence, the third hypothesis was:

H₄: *The relationship between online reviews and online shopping intention is stronger when e-coupon sales promotion is high.*

3. Method

Relevant studies were consulted in order to extract the research parameters. Thus, online shopping intention (OSI) comprised three items based on the uni-dimensionality model proposed by Al-Gasawneh et al. (2020); digital coupon sales promotion (DCSP) comprised four items based on the uni-dimensionality model proposed by Suryaningsih et al. (2019); website design (WD) comprised three dimensions, namely, information design (ID) with two items, visual design (VD) with two items, and navigation design with three items, and was based on the multi-dimensionality model proposed by Ganguly et al. (2010);

online reviews (OR) comprised four dimensions, namely, source credibility (SC) with four items, review quality (RQ) with six items, review quantity (RQI) with four items, and review valence (RV) with four items, and was based on the multi-dimensionality model proposed by Sutanto and Aprianingsih (2016). A five-point Likert scale was employed for the measurement of every parameter. Furthermore, in line with the recommendation by Tehseen, Ramayah and Sajilan (2017), the independent and dependent variables were derived from distinct sources to avoid the problem of common method variance (CMV).

3.1 Sampling

Individuals using the services of telecommunications companies represented the research population. Data collection was undertaken through an online survey, which could be accessed through a link that was distributed through social media platforms like Facebook and Instagram. Furthermore, participants were asked to send the link on to acquaintances with involvement in online sales. Since the purpose of the work was to assess the validity of theoretical effects, convenience sampling was adopted as it was considered to be a suitable sampling approach (Ngah et al., 2020). Participants were required to list the companies they made purchases from in order to make sure that they provided real data. The smallest number of participants was established by conducting power analysis, since the work applied structural equation modelling alongside Smart PLS (Hair et al., 2019). This number depends on how complex the model is. In this way, a minimum sample of 85 was obtained as the medium effect size based on the three research predictors had a power of 0.8 (Gefen et al., 2011). According to the result of power analysis, a sample of 300 participants was chosen to ensure that as many responses as possible were attained.

4. Results

A total of 253 responses were obtained, of which 28 were eliminated because the quality of the data was low (e.g. brief answers, partial data). Most of the remaining sample of 225 participants were of female sex (68.3%). About age group, marital status, and level of education, most participants were between 20 and 24 years of age (57.2%), single (59.6%), and had at least one degree (58.6%).

4.1 Moderating analysis approach

The technique of partial least squares was applied to analyse the data, which allowed several approaches to moderator analysis, namely, the product indicator approach with reflective-reflective construct, which lacks substantial statistical power, and an approach in two stages with formative indicators (Fassott et al., 2016). The latter approach is considered more appropriate in cases where the goal is to assess the significance of the moderator effect, regardless of whether formative or reflective constructs are employed (Chin, 2010; Hair et al., 2017). Therefore, the moderator effect was investigated in this work via an approach in two stages based on current reflective-reflective constructs, thereby avoiding issues related to inferior statistical power of the product indicator approach. The first stage involved assessment of convergent and discriminant validity, without considering the interaction term. The second stage involved identification of the specifications of the structural model, with the product indicator determination leading to the incorporation of the interaction term together with the predictor and moderator variables (Hair et al., 2017).

4.2 Measurement model

The main variables analysed in this work were online shopping intention and digital coupon sales promotion as first-order constructs, and online reviews and website design as second-order constructs reflective-reflective constructs. The evaluation of online reviews drew on the factors of source credibility and the quality, quantity, and valence of reviews, whereas the evaluation of website design drew on the factors of information design, visual design, and navigation design. The reason why website design and online reviews were chosen as second-order elements was to attain a broad comprehension of related conceptual and consensus features. The second order was adopted as recommended by Hair et al. (2016) to decrease the number of relationships and hypotheses to be addressed in the structural model, thus simplifying the PLS path model and make its interpretation more straightforward. Meanwhile, the implementation of the approach in two stages was done in keeping with Becker et al. (2012). Therefore, the first stage involved use of the repeated indicator approach to collect first-order scores for first-order constructs. The second stage involved determination of the CR.AVE of the second-order construct based on the weighing of the first-order variables.

In line with Hair et al. (2017), factor loadings, Cronbach Alpha (CA), rho_A, Composite Reliability (CR), and Average Variance Extracted (AVE) were calculated to obtain the convergent validity. It was thus established that every item had a loading that was higher than the suggested value of 0.5 (Table 1 – Figure 1). Furthermore, every construct had CA, rho_A, and CR values higher than 0.7, whereas the AVE values exceeded 0.5, which was consistent with Hair et al. (2017). Thus, convergent validity was confirmed.

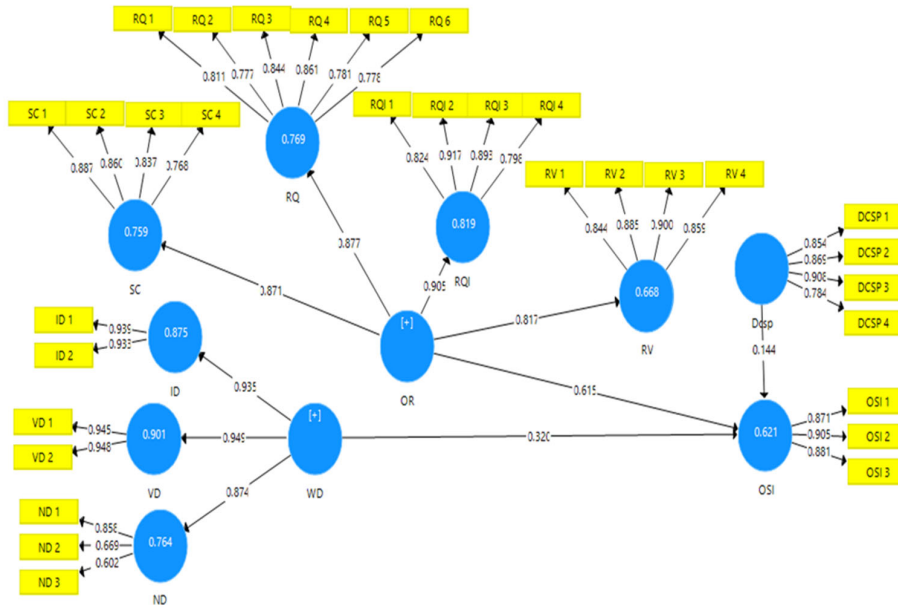


Fig. 1. The Measurement Model

Table 1
Measurement Model

First order Construct	Items	Factor loading	CR	AVE
Information Design (ID)	ID 1	0.939	0.934	0.876
	ID 2	0.933		
Visual Design (VD)	VD 1	0.945	0.945	0.896
	VD 2	0.948		
Navigation Design (ND)	ND 1	0.858	0.762	0.515
	ND 2	0.669		
	ND 3	0.602		
Source Credibility (SC)	SC 1	0.887	0.905	0.704
	SC 2	0.860		
	SC 3	0.837		
	SC 4	0.768		
Review Quality (RQ)	RQ 1	0.811	0.919	0.655
	RQ 2	0.777		
	RQ 3	0.844		
	RQ 4	0.861		
	RQ 5	0.781		
	RQ 6	0.778		
Review Quantity (RQI)	RQI 1	0.824	0.918	0.739
	RQI 2	0.917		
	RQI 3	0.893		
	RQI 4	0.798		
Review Valence (RV)	RV 1	0.844	0.927	0.761
	RV 2	0.885		
	RV 3	0.900		
	RV 4	0.859		
Digital Coupon Sales Promotion (DCSP)	DCSP 1	0.854	0.916	0.731
	DCSP 2	0.865		
	DCSP 3	0.908		
	DCSP 4	0.784		
Online Shopping Intention (OSI)	OSI 1	0.871	0.916	0.785
	OSI 2	0.905		
	OSI 3	0.881		
Second Order Constructs				
Website design (WD)	ID	0.935	0.936	0.831
	VD	0.949		
	ND	0.847		
Online Reviews (OR)	SC	0.871	0.924	0.754
	RQ	0.877		
	RQI	0.905		
	RV	0.817		

The Heterotrait-Monotrait (HTMT) criterion was adopted to assess the discriminant validity. The HTMT values that were achieved were less than 0.90, so discriminant validity was confirmed (Henseler et al., 2015). Table 2 offers additional information in relation to this.

Table 2
Discriminant validity (HTMT)

	DCSP	ID	ND	OR	OSI	RQ	RQI	RV	SC	VD	WD
DCSP											
ID	0.662										
ND	0.754	0.598									
OR	0.850	0.711	0.833								
OSI	0.732	0.543	0.789	0.841							
RQ	0.654	0.658	0.811	0.833	0.801						
RQI	0.543	0.744	0.734	0.677	0.750	0.750					
RV	0.788	0.751	0.765	0.563	0.677	0.585	0.804				
SC	0.666	0.599	0.777	0.812	0.774	0.882	0.661	0.631			
VD	0.564	0.678	0.659	0.344	0.775	0.843	0.459	0.492	0.849		
WD	0.678	0.432	0.623	0.560	0.844	0.760	0.772	0.588	0.845	0.751	

The accuracy and suitability of the measurement scale employed for the purposes of this work were confirmed by the outcomes of construct analysis as well as by the related convergent validity and discriminant validity (Tables 1 and 2).

Structural model

In keeping with Hair et al. (2016), the structural model was evaluated by conducting several tests, including R2, beta, t-values via bootstrapping alongside a 1,000 resample, the predictive relevance (Q2), and VIF. As shown in Figure 2, the second-order construct was subjected to appraisal in terms of interactions related to online reviews and digital coupon sales promotion.

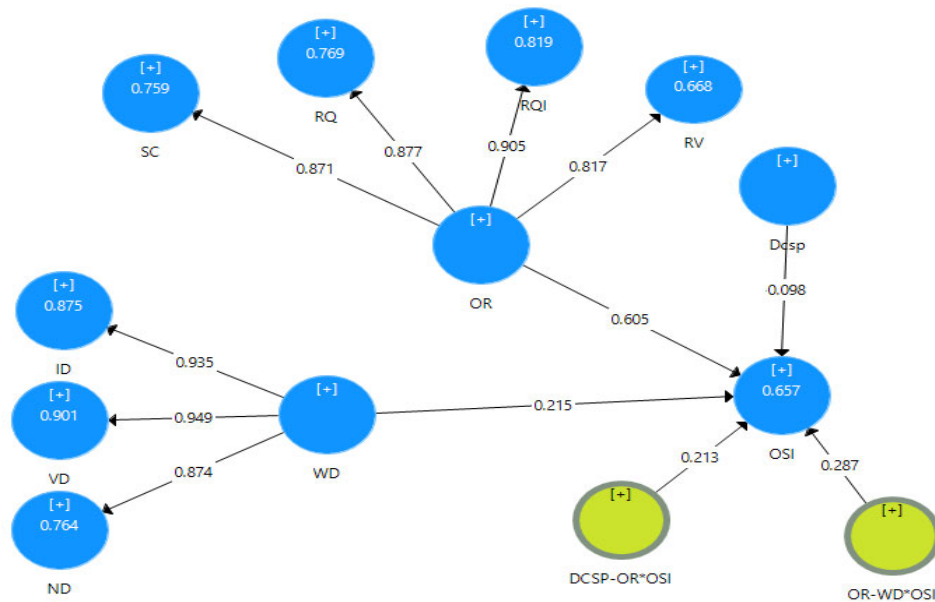


Fig. 2. R² after interaction effect

Table 3
Testing hypothesis

		S. B	S. D	R2	Q2	VIF	F2	T-value	P- Values
H1	WD > OSI	0.215	0.115	0.657	0.388	3.605	0.076	1.869	0.041
H2	OR-WD*OSI	0.287	0.141			1.310	0.065	2.035	0.020
H3	OR > OSI	0.605	0.198			1.765	0.056	3.055	0.021
H4	DCSP-OR*OSI	0.218	0.111			1.913	0.071	1.963	0.020

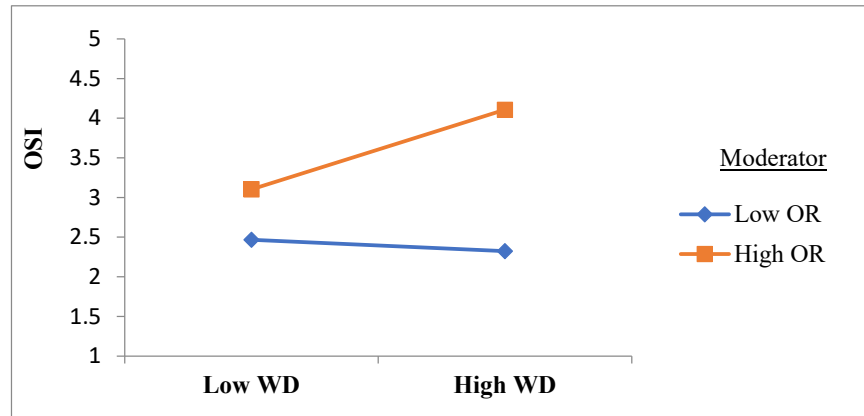


Fig. 3. OR moderator plot

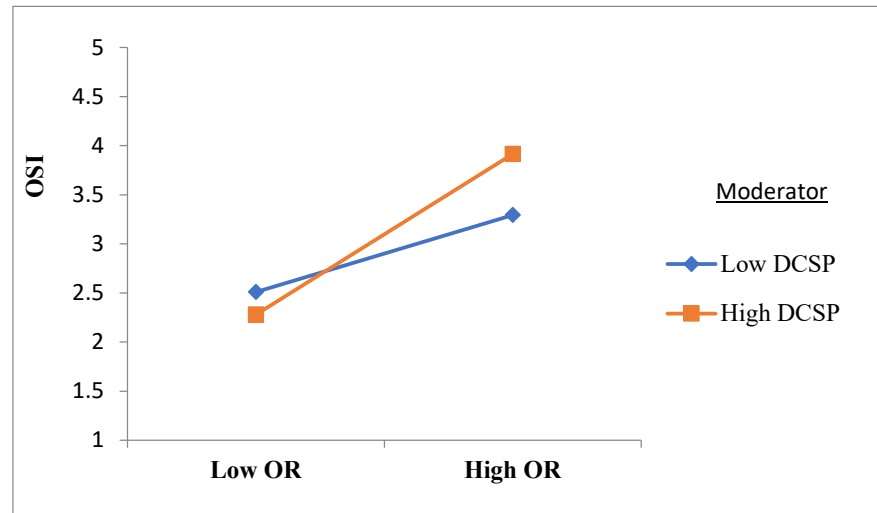


Fig. 4. DCSP moderator plot

The structural model H1 centred on determining the extent to which online shopping intention was directly affected by website design (Table 3), while the structural model H2 was concerned with the extent to which the correlation between website design and online shopping intention was moderated by online reviews. The structural model H3 explored the extent to which online shopping intention was influenced by online reviews, while the structural model H4 assessed the extent to which the relationship between online reviews and online shopping intention was moderated by digital coupon sales promotion. The analysis related to H1 regarding the effect of website design on online shopping intention yielded the following results: T-value of 1.869, St, B of 0.215, and p-value of 0.041 (one-tailed). The analysis related to H2 regarding the moderating effect of online reviews on the relationship between website design and online shopping intention yielded the following results: T-value of 2.035, St, B of 0.287, and p-value of 0.020 (one-tailed). The analysis related to H3 regarding the effect of online reviews on online shopping intention yielded the following results: T-value of 3.055, St, B of 0.605, and p-value of 0.021 (one-tailed). Last but not least, the analysis related to H4 regarding the moderating effect of digital coupon sales promotion on the correlation between online reviews and online shopping intention yielded the following results: T-value of 1.963, St, B of 0.218, and p-value of 0.020 (one-tailed). The results accounted for around 65.7% of the variance in online shopping intention since the R^2 value associated with online shopping intention was determined to be 0.657 (Table 3), which was consistent with the threshold value of 0.19 that was recommended by Chin (1998). In terms of F^2 values, the predictor of website design had a value of 0.076, the predictor of online reviews had a value of 0.056, the predictor of digital coupon sales promotion had a value of 0.060, the predictor of the mediating effect of online reviews had a value of 0.065, and the predictor of the mediating effect of digital coupon sales promotion had a value of 0.071. These values reflected the degree to which the online shopping intention was explained by each of the five predictors. Furthermore, the Q^2 value associated with online shopping intention was higher than 0 (0.388), confirming the suitability of the model for prediction purposes (Chin, 2010). Moreover, on the whole, the model had satisfactory goodness of fit and superior predictive relevance, with the VIF value associated with each inner model not exceeding 5 (1.310-3.605) (Hair et al., 2017).

As outlined in Table 3, the results obtained confirmed the validity of the models related to the direct relationship (H1 and H3) as well as the models related to the moderating effects (H2 and H4). Furthermore, the moderating effect of online reviews on

the relationship between website design and online shopping intention (H2) and the moderating effect of digital coupon sales promotion on the relationship between online reviews and online shopping intention were demonstrated by the non-parallel lines in every plot (Fig. 3 and Fig. 4) and the increase in the R^2 value following the inclusion of the interaction effect.

5. Discussion

Although there have been unprecedented advances in technology worldwide, it is challenging for businesses and marketers to develop novel strategies of attracting consumers because the latter's online shopping intentions have not changed according to the technological advances. Given this situation, the current work sought to explore the degree to which online shopping intention was influenced by website design. In relation to this objective, the first hypothesis (H1) was formulated, namely, that online shopping intention was favourably influenced by website design. Furthermore, an additional aspect that was investigated in association with this hypothesis was the moderating effect of online reviews on the relationship between website design and online shopping intention, which constituted the second hypothesis (H2). The results of analysis indicated that the relationship between website design and online shopping intention was consolidated by favourable online reviews. The third hypothesis (H3) that was explored was related to the impact of online reviews on online shopping intention. The results suggested that online shopping intention was favourably influenced by online reviews. Last but not least, the fourth hypothesis (H4) that was formulated was concerned with the moderating effect of digital coupon sales promotion on the correlation between online reviews and online shopping intention. According to the results, the relationship between online reviews and online shopping intention was consolidated by digital coupon sales promotion.

Four major implications can be derived from the results of hypothesis assessment. The first implication is that consumers are more open and willing to use online services and make online purchases when the website design is attractive and the webpage content is structured in a user-friendly manner. The second implication is that the correlation between website design and online shopping intention benefits from favourable online reviews. The third implication is that consumers are more likely to want to make online purchases when they read favourable online reviews, which come from reliable sources and offer relevant and detailed information. The fourth and last implication is that the correlation between online reviews and online shopping intention benefits from strategies of digital coupon sales promotion that enable consumers to purchase specific products and services at a reduced price.

5. Conclusion

5.1 Contribution to knowledge

The findings of this work serve to bolster the existing knowledge about the influence that website design has on consumers' online shopping intention. The research findings are particularly significant in terms of shedding new light about e-commerce in the specific context of Jordan, especially in relation to the impact of online reviews on online shopping intention. Another aspect highlighting the significance of this work is that no other study has so far investigated the moderating effect that online reviews have on the relationship between website design and online shopping intention as well as the moderating effect that the strategy of digital coupon sales promotion has on the relationship between online reviews and online shopping intention. Furthermore, the work adopted the Unified Theory of Acceptance and Use of Technology (UTAUT) as its theoretical framework, while data analysis was carried out via PLS-SEM methods with an approach in two stages to explore the moderating effect of online reviews and digital coupon sales promotion on the correlation between website design and online shopping intention and between online reviews and online shopping intention, respectively.

5.2 Implications for practice

The digital market in Jordan was investigated in the present work from the perspective of the consumers, with emphasis on the extent to which online shopping intention was influenced by website design and by online reviews, as well as the moderating effect of online reviews on the relationship between website design and online shopping intention and the moderating effect of digital coupon sales promotion on the relationship between online reviews and online shopping intention. The overarching research goal was to generate data that businesses and marketers could employ to devise novel marketing strategies to increase consumers' online shopping intention by encouraging online reviews and promoting the use of e-coupons as an incentive.

6. Research shortcomings and recommendations for further study

One major shortcoming of the present work is the unit of analysis, as focus was put only on consumers. Therefore, to generate a more detailed picture about the moderating effect of online reviews on the relationship between website design and online shopping intention and the moderating effect of digital coupon sales promotion on the relationship between online reviews and online shopping intention, a further investigation from the perspective of businesses is worth carrying out. Another shortcoming of this work is the adoption of a quantitative research method. Hence, future studies should be conducted based on a longitudinal approach via qualitative or other research methods so as to expand the insight into potential transformations in consumers' attitude and intention with regard to online shopping. What is more, since this work investigated the moderating

effect of online reviews and digital coupon sales promotion on how online shopping intention was impacted by website design and online reviews, respectively, future studies should explore the moderators' effect of other parameters on the relationship between website design and online shopping intention and the relationship between online reviews and online shopping intention.

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