
THE IMPACT OF E-SERVICESCAPE ON CONSUMERS' ONLINE PURCHASE INTENTION TOWARDS ONLINE RETAIL WEBSITES IN SRI LANKA: THE MEDIATING EFFECT OF WEBSITE TRUST

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ABSTRACT

E-servicescape is an imperative aspect for online retailers to build website trust and consumers' online purchase intention. The purpose of this study is examining the impact of e-servicescape on consumers' online purchase intention and the mediating effect of website trust on the relationship between e-servicescape and consumers' online purchase intention. Furthermore, the quantitative research approach and explanatory research design were employed. An online questionnaire survey was used to distribute self-administrative questioners among 384 online consumers' in Colombo District, Sri Lanka and 290 usable questionnaires were analyze using simple linear regression, multiple linear regression and Sobel test. The empirical results revealed that e-servicescape significantly and positively impact on the consumers' online purchase intention ($\beta=0.899$; $P=0.000$) while website trust positively and significantly impacts on consumers' online purchase intention ($\beta=0.519$; $P=0.000$) and website trust mediate relationship between e-servicescape and consumers' online purchase intention ($P=0.048$). This research will add practical implications for online retailers in designing their websites. Thus, this study will enrich and contribute to knowledge in online shopping in general in Sri Lankan context. Furthermore, improve e-servicescape to building website trust and motivating consumers' purchase intention.

Keywords: *E-Servicescape, Consumers' Online Purchase Intention, Website Trust*

1 INTRODUCTION

In services marketing, the place has been conceptualized as a servicescape. It is defined as the environment in which the service is assembled for customers, where buyers and sellers interacts together (Booms and Bitner, 1981). The

servicescape has a strong impact on customers' perceptions of the service experience (Bitner, 1990). The servicescape shapes the expectations of the customers and their satisfaction (Booms and Bitner, 1981; Bitner, 1990). Technological development provides new opportunities to service organizations and customers to selling and shopping goods and services over the internet. Online shopping is a process of accessing the internet in order to search, select, buy and review goods and services to satisfy consumer needs (Tankovic & Benazic, 2018). Online shopping is convenient, flexible and provides new opportunities for customers because customers can buy anything at any time comparing product characteristics and price (Tankovic & Benazic, 2018). Due to the expansion of online shopping e-servicescape considers as significant presence in the business world (Wu *et al.*, 2016). Previous researchers labeled the online environment as a "cybermarketscapes" (Venkatesh, 1998), "e-scapes" (Koernig, 2003) "online atmospherics" (Eroglu *et al.*, 2003), "online servicescape" (Harris & Goode, 2010) and "e-servicescape" (Harris & Goode, 2010). The researcher of this study uses the term "e-servicescape" to discuss the online environment.

The e-servicescape comprises audio, videos, images, site and page graphics, background color, pleasant website design, security factors, payment mechanism and information (Harris & Goode, 2010; Lee & Jeong, 2012). E-servicescape refers to the characteristics and atmosphere of the physical environment in virtual space such as a website when virtual space acts as a service encounter between the customer and the service provider (Harris & Goode, 2010). The e-servicescape has the ability to influence the initial impression (Hakim & Deswindi, 2014). E-servicescape is an important factor which influences customers' emotion and behaviors (Teng *et al.*, 2018). As well e-servicescape encourages customers to response cognitively, emotionally and physically then those cognitive responses lead to certain behaviors in the online environment (Hopkins *et al.*, 2009; Tran *et al.*, 2012; Lai *et al.*, 2014). High-quality e-servicescape encourages customers to trust the website (Wakefield, *et al.*, 2004). There is a strong link between e-servicescape, website trust and purchase intention (Harris & Goode, 2010).

1.1 Research Problem

Sri Lanka adopted e-commerce in early 2000 (Jayawardana, 2013). There is 70 percent of internet users are aware of e-commerce platforms but only 43 percent users use e-commerce platforms to buy products or services (Fernando, 2019). In 2018, Sri Lankan e-commerce sales estimated \$ 19 million or Rs. 3000 million ("SL Has a High Use of", 2018). It is around 0.4 percent from total annual retail sales in Sri Lanka ("SL E-Commerce", 2018). According to Google's survey, annual consumer sale is valued at Rs.300 billion and current online sales reported as 1 percent of that value (Sirimane, 2016).

According to STATISTICA 25 percent of Sri Lankans use all type of social media but e-commerce usage is still at lower level relating to internet penetration and social media usage in Sri Lanka (“SL has a high use of, 2018”). Due to the several reasons e-commerce still contribute lower amount to the total retail industry in Sri Lanka (Jayamaha, 2016).

Since the year 2000 many pure-play platforms launched in Sri Lankan e-commerce market (Jayawardana, 2013). The majority of Sri Lankan e-commerce market comprises of pure online players (Brand Finance, 2018). Pure players sell their products through the website and virtual shopping cart (Johansson, 2018). Pure online retailers’ customers do not have any physical facility to visit, select or purchase their products (Koernig, 2003), because of that e-servicescape is the only service encounter to customers’ contact with an online retailer. Limitations of the e-servicescape had led to consumers’ low level of online purchases and less website trust as follows. The virtual environment provides only two senses such as sight and hearing (Lee & Jeong, 2012) due to that limited stimulus, 40 percent of Sri Lankan online customers miss the experience of feel and touch the product before purchase products it is considered as one of the major reason for decreased online purchases (Dissanayake, 2016). As a result of the limited stimulus in an online environment, customers’ shopping experience is below than physical shopping (Rose *et al.*, 2011). In Sri Lankan context shoppers’ fear, the funny experience of e-tailing is below than offline shopping so female shoppers are fear to involve with online shopping (Jayamaha, 2016). Not only online purchase intention but also those e-servicescape related limitations and problems would negatively impact on the website trust.

In Sri Lankan context despite the high awareness of e-commerce platforms, the majority of internet users are fear to involve with purchase goods and services due to lack of trust (Fernando, 2019; Wettasinghe, 2016). The core issue of the business is creating trust towards the website of internet customers (Lin & Sun, 2009). Previous studies emphasized the performance of the e-servicescape dimension and it has a huge effect on customer trust in a website (Harris & Goode, 2010; Tran *et al.*, 2012). Trust is an outcome of the e-servicescape (Harris & Goode, 2010). However, online customers have not chance to check the product quality due to the limited stimulus in e-servicescape. There is 40 percent of Sri Lankans feel unsure of the online product quality and 20 percent of them feel the product might not be genuine (Dissanayake, 2016). Those website trust-related factors challenge for the e-commerce development in Sri Lanka (Dissanayake, 2016). As well Sri Lankan online shoppers are less satisfied with the website design, reliability and customer service (Udawatte & Abeygunawardana, 2010). In addition, market experts stated if online retailers do not create user-friendly and attractive interfaces, the engagement level of Sri Lankan e-commerce platform will

plummet (Jayamaha, 2016). All those factors prove e-servicescape is arbitral factor for website trust and online purchase intention.

E-servicescape is a quite new concept for online retailing (Harris & Goode, 2010). It is essential to determine the impact of e-servicescape on customer trust since online retailers have the ability to control e-servicescape to give a positive effect on website trust (Kuhn *et al.*, 2015). However online servicescape comparatively neglected and there are not enough studies have conducted regarding it (Tankovic & Benazic, 2018).

Considering all these facts, the purpose of this study is to examine the e-servicescape impact on consumers' online purchase intention and examine what is mediating effect of website trust on the relationship between e-servicescape and consumers' online purchase intention in Sri Lanka.

1.2 Research Objectives

- To examine the impact of e-servicescape on consumers' online purchase intention towards online retail websites in Sri Lanka.
- To examine the impact of website trust on consumers' online purchase intention towards online retail websites in Sri Lanka.
- To examine the mediating impact of website trust on the relationship between e-servicescape and consumers' online purchase intention towards online retail websites in Sri Lanka.

1.3 Significance of the Study

There is a conceptual gap in literature as there are very limited published studies regarding e-servicescape and the role of website trust as a mediator of the relationship between e-servicescape and consumer's online purchase intention in Sri Lankan context. Because of that, this study seeks impact of e-servicescape on consumers' online purchase intention and mediating impact of website trust relationship between e-servicescape and consumers' online purchase intention in Sri Lankan context. As well, reviles the importance of e-servicescape to build website trust and consumers' purchase intention. This study is providing insight to online retailers to understand importance of online environment factors and provide suggestions to create their e-servicescape to build website trust and evoke consumers' purchase intention. This study is important to online retailers to attract new customers and keep existing customers enhancing their online environment to meet customer expectations.

2 LITERATURE REVIEW

2.1 Stimulus Organism Response (S-O-R)

Mehrabian and Russel (1974) proposed the S-O-R framework. S-O-R model proposes that three basic emotional stages in any environment (Mehrabian & Russell, 1974). The impact of environment cues label as the stimuli (S) and customers' emotional reaction termed as an organism (O), then approach or avoidance behavior label as a response (R) (Eroglu *et al.*, 2003). Organism represents cognition and emotion and it mediates the impact between stimuli and response (Mehrabian & Russell, 1974). Since the impact of stimuli and organism customers', represent approach or avoidance behavior. Approach behavior creates an intention to stay and affiliated with the environment also, avoidance behavior leads desire to leave and not return (Mehrabian & Russell, 1974). The S-O-R framework has been employed in the online retail environment in past studies, which support the e-servicescape customer behaviors (Harris & Goode, 2010; Lee & Jeong, 2012; Wu, *et al.*, 2016; Tankovic & Benazic, 2018).

This study addresses the literature gap applying the S-O-R model for the online environment. E-servicescape is a stimulus of the online environment. Website trust is an emotional reaction of shoppers and consumers' purchase intention is a response according to the conceptual framework of e-servicescape proposed by Harris & Goode, (2010).

2.2 E-Servicescape

"E-servicescape is an online environment factor that exists during service delivery" (Harris & Goode, 2010, p. 231). Visual appeal, entertainment value, designs and usability of a website, the information provided on the website and perceived securities are some of the elements in an online environment (Harris & Goode, 2010). The good impress of the online environment creates by e-servicescape when customers experience the service (Hakim & Deswindi, 2014). The design of the online environment generates a favorable effect on users then increases positive consumer responses (Dailey, 2004). The customers' perception and interpretation of the online service environment directly and powerfully influence over the trust and in return, it associates with customers' purchase intention (Harris & Goode, 2010). Due to the rapid growth of e-commerce, online retailers must weigh the appearance and usage of their e-servicescape (Harris & Goode, 2010). Harris & Goode (2010) conceptualized complete E-servicescape including three dimensions they are aesthetic appeal, layout and functionality and financial security.

2.3 Website Trust

Trustworthiness is the most important issue that faces by customers when online exchanging. Website trust is customers' confidence in an organization's reliability and integrity (Ranaweera & Prabhu, 2003). Trust in online shopping is a customers' subjective belief that the organization will fulfill its transactional obligation as assumed by the customer (Kim *et al.*, 2008). Trust is a must for online shopping as well as it is an outcome of the online physical environment (Harris & Goode, 2010). According to previous scholars, antecedents of website trust can be grouped into three, namely customer base, organizational base and website base. Website base trust factors are information quality, perceived ease of use, graphical characteristics, customization and personalization capacity, security features and privacy assurance (Kuhn *et al.*, 2015). In an online context, perceived trustworthiness creates a positive attitude towards the website (Wu *et al.*, 2016). Trust is a salient behavioral belief and it develops an attitude towards retailers because of that, customers prefer to buy from the website (Wu *et al.*, 2016).

2.4 Consumers' Online Purchase Intention

Purchase intention is the probability of a consumer purchasing a specific item (Teng *et al.*, 2018). In another way, purchase intention means, the position which reveals itself when a consumer is eager and aims to involve in virtual transactions" (Pavlou, 2003). The steps of the virtual transaction such as information retrieval, information transmission product purchase concern as an intention to use online retailers' websites. (Pavlou, 2003). Greater purchase intention describes as a higher likelihood of the consumer procurement the item (Zeithaml *et al.*, 2002). Due to the spread of e-commerce online environment be a powerful antecedent of an online purchase intention (Harris & Goode, 2010). Reliable information is a vital factor for online purchase intention. Purchase intention can be improve through mutual interactivity, sending useful information, upcoming discounts, and offers provided according to customers' needs (Teng *et al.*, 2018). As well as website trust, consider as a crucial factor of online purchase intention (Harris & Goode, 2010).

3 METHODOLOGY

3.1 Research Approach

The deductive approach uses when the study starts with a theory based on literature reviews, and the researcher tests the theory (Saunders *et al.*, 2009). The researcher is employee deductive research strategy developing the following hypotheses to test existing theory.

H₁: There is an impact of e-servicescape on consumers' online purchase intention towards online retail websites in Sri Lanka.

H₂: There is an impact of website trust on consumers' online purchase intention towards online retail websites in Sri Lanka.

H₃: There is a mediating effect of website trust on the relationship between e-servicescape and consumers' online purchase intention towards online retail websites in Sri Lanka.

Researcher conducted regression analysis based on Baron & Kenny, (1986) four-step approach to test the hypothesis regarding the impact of interdependent variable on dependent variable. As well Sobel test uses to measure the mediating effect between the independent variable and dependent variable. Above analysis was done through SPSS 21.0 software.

Research strategy means the plan of the researcher will go about answering research questions (Saunders *et al.*, 2009). According to research objectives, research questions, time horizon and resources this study collects data using an online survey strategy.

3.2 Research Context and Sample Selection

Colombo District is which have the highest internet penetration and 20-24, 25-29 and 30-34 age groups reported the highest internet penetration (Department of Census and Statistics Sri Lanka, 2018). As well as past studies ask the answer to questions base on the retail websites they had visited within last year (Teng *et al.*, 2018). The researcher selected a sample from the population of Colombo district; 20-34 years age category online shoppers who visit online retail websites in Sri Lanka within last year. Each case of the population has no chance to select for the sample. Since this study employed convenience sampling under a non-probability sampling technique. Since the sample size is considered as 384.

3.3 Method of Data Collection

The researcher identified willingness respondents sending initial messages via an online platform and then, distributed self-administered questioners. Measurement items for e-servicescape, website trust and consumers' online purchase intention were adapted from Harris & Goode, (2010).

The following conceptual framework (Figure 3.1) would be the base for this study. This multi-dimension model is comprised of three dimensions such as Aesthetic Appeal, Layout and Functionality and Financial Security (Harris & Goode, 2010).

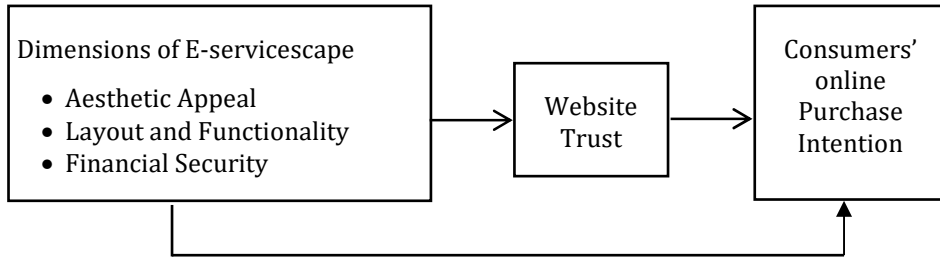


Figure 1: Conceptual Framework

Source: (Harris & Goode, 2010)

3.1.1 Questionnaire Design

Part A consists of six questions relating to demographic information. Part B, C and D comprises 5 point likert scale type questions, rang is 1=strongly disagree to 5=strongly agree. Part B consists of questions relating to e-servicescape it is an independent variable. Projecting to independent variable part B consist of 25 questions. Part C consists of eight questions that relate to website trust, part D consists of 3 questions relating to consumers' purchase intention.

4 DATA ANALYSIS & RESULTS

4.1 Sample Profile

As per the analysis, 33.4% of respondents visited Wow.lk. 30.0% and 22.8% respondent visited Kapruka and Daraz.lk respectively. 58.6% respondents are male and 41.4% female online shoppers. When considering occupation there is 51.7%, 13.1 % 19.3%, 9% and 6.9% of respondents belong to government, private, student, self-employed, and unemployed categories respectively. As per analysis results 30%, 26.9%, 21.4%, 17.9%, 1.7% and 2.1% respondents belong to graduate, undergraduate, professionally qualified, GCE O/L A/L, postgraduate and other category respectively. Majority of sample represents 20001-50000 income category around 33.1%. Then 27.9%, 27.2%, 5.9% and 5.9% sample represent 50001-80000, <20000, 800001-110000 and above 110000 income categories.

4.2 Descriptive Statistics

Table 1: Descriptive Statistics

Variable	N	Mean	Std. Deviation (SD)
E-Servicescape	290	4.2005	.56353
Website Trust	290	3.9789	.67977
Purchase Intention	290	4.2943	.76295

According to Table 1, mean value of Purchase Intention holds the highest mean value (M=4.2943) with 0.76295 standard deviations. As well, Trust carries the lowest mean value (M=3.9789) with 0.67977 standard deviations. E-servicescape represents the mean value (M=4.2005) with 0.56353 standard deviations. All those variables represent a close deviation in the mean value also in standard deviation. Because of that, descriptive statistics can be concluding the data set is less cluttered.

4.3 Validity Test

Test content validity checked through an academic supervisor and two industry experts who had an online shopping experience. Conduct a pilot test with 10 online shoppers to test face validity. Construct validity can be tested through factor analysis (Sekaran, 2010, p.207). According to Field, (2009) KMO value should be greater than 0.05.

Table 2: Validity Test

Variable	KMO value	Sig
e-servicescape	0.908	.000
Website trust	0.845	.000
Consumers' online purchase intention	0.604	.000

According to Table 2, KMO value of e-servicescape, website trust and consumers' online purchase intention is greater than 0.05 because of that instrument is validated in this study.

4.4 Reliability Test

The Cronbach's Alpha value was calculated to measure the internal consistency reliability. According to Cronbach's Alpha value is equal or greater than 0.7 consider as acceptable and if Cronbach's Alpha value is close to 1 there is higher internal consistency reliability (Sekaran, 2010).

Table 3: Reliability Test

Variable	Cronbach's Alpha	Number of Items
E-servicescape	0.907	25
Website trust	0.826	8
Consumers' online purchase intention	0.711	3

According to Table 3, Cronbach's Alpha values of all three variables are greater than the rule of thumb because of that confirms the internal consistency of measurement items because whole items use for further analysis.

4.5 Regression Analysis

This study is employed four-step approach for regression analysis (Baron & Kenny, 1986) and Sobel test to achieve research objectives. All analysis statistic significant level is set as 0.05 at 95% confidence interval.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.445	.56844

a. Predictors: (Constant), Website trust, E-servicescape

b. Dependent Variable: Purchase intention

Table 4 is a model summary of the regression analysis. According to Table 4, the value of Adjusted R² is 0.445 between independent variables and purchase intention. That value explains the independent variables can account for 44.5% of the variation in purchase intention. Because of that, 55.5% of the variance in purchase intention explains by the other variables, which are not considered in this study.

H₁: There is an impact of e-servicescape on consumers' online purchase intention towards online retail web sites in Sri Lanka.

ANOVA table represents the model; overall results are significantly good of prediction of the outcome variable (Field, 2009). Table 5 is an ANOVA table of first regression.

Table 5: ANOVA Table

	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	74.181	1	74.181	227.172	.000 ^b
1	Residual	94.043	288	.327		
	Total	168.224	289			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), E-servicescape

According to ANOVA Table 5, output value is 0.000 it is less than 0.05 in 95% confident intervals. Because of that, it can conclude that the fitted model of this study is significant.

Table 6 shows the coefficient statistics of the first regression. Coefficient β of the coefficient table represents the "change in outcome result from a unit

change in the independent variable and if an independent variable (Field, 2009).

Table 6: Coefficient Table

	Model	Un-standardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	.518	.253	2.049	.041
	E-servicescape	.899	.060	15.072	.000

Dependent Variable: Purchase intention

According to Table 6, the β coefficient value for E-servicescape is 0.899. It indicates that when increasing one unit of E-servicescape stimulus consumers' purchase intention increase from 0.899 while other independent variables remain constant. It is a direct effect. As well, P-value is less than 0.05 ($p=0.000$) thus there is enough evidence to accept H1. A conclusion can be drawn as; e-servicescape has an impact on consumers' online purchase intention at the 95% confidence interval.

H₂: There is an impact of website trust on consumers' online purchase intention towards online retail websites in Sri Lanka.

Table 7, is an ANOVA table of third regression in four-step approach.

Table 7: ANOVA Table

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	36.008	1	36.008	78.434	.000 ^b
1	Residual	132.216	288	.459		
	Total	168.224	289			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), website trust

According Table 7 output value is 0.000 it is less than 0.05 in 95% confident interval. Because of that, it can be concluded that the fitted model of this study is significant.

Table 8, is a Coefficient table of third regression in four-step approach.

Table 8: Coefficient Table

	Model	Un-standardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	2.228	.237	9.415	.000
	Website trust	.519	.059	8.856	.000

Dependent Variable: Purchase intention

According to Table 8, the β coefficient for website trust is 0.519. It indicates that when increasing website trust factors consumers' purchase intention increase from 0.519 while other independent variables remain constant. As well, P-value is less than 0.05 ($p=0.000$) thus there is enough evidence to accept H_2 . A conclusion can be drawn as; website trust has an impact on consumers' online purchase intention at the 95% confidence interval.

H_3 : There is a mediating effect of website trust on the relationship between e-servicescape and consumers' online purchase intention towards online retail websites in Sri Lanka.

Sobel Test

The study conducts Sobel test (1982) to test the mediating effect. Sobel test According to analysis of this study P-value is less than the significance level of 0.05 ($P=0.048$) thus there is enough evidence to accept H_3 . The conclusion can be drawn as the website trust mediates the relationship between e-servicescape and consumers' online purchase intention.

The indirect effect calculates multiplying 'a' and 'b' values (Soper, 2019). The indirect effect between e-servicescape and consumers, purchase intention is 0.369 when website trust mediates the relationship between those two variables. According to Table 6, the direct effect value of e-servicescape on purchase intention is 0.899. The above analysis can be concluded the direct effect on purchase intention is higher than the indirect effect on purchase intention.

4.6 Discussion of the findings

This study addresses the problem of how does an e-servicescape impact on consumers' online purchase intention towards online retail websites in Sri Lanka. The problem was tested by considering the mediating effect of website trust in between e-servicescape and consumers' purchase intention. In order to address this problem, the researcher has formulated some specific objectives and research questions. Since the rapid growth of internet penetration, there is a potential market for online retailing but online retail sales still the lower level. Website trust is one of the barriers to online shopping as well as e-servicescape positively affects the website's trust and purchase intention. In

order to address the problem, this study employed the e-servicescape model developed by Harris & Goode, (2010). Further using descriptive statistics, regression and Sobel test to analysis. According to a result, this study identified e-servicescape has a significant impact on consumers' purchase intention a website trust is mediate that relationship in Sri Lankan context.

The first result of this study finds is e-servicescape is a key factor of consumers' purchase intention. This finding supported by findings of past studies as follows. Features of e-servicescape lead to consumers' purchase intention (Teng *et al.*, 2018). E-servicescape is an important factor which influences customers' emotion and behaviors (Teng *et al.*, 2018). As well e-servicescape is an important and strong determinant of the online consumers' purchase intention (Harris & Goode, 2010). The result of this study e-servicescape is a determinant of purchase intention, supported by online environment researchers (Venkatesh, 1998; Koernig, 2003; Eroglu *et al.*, 2003).

This study considers overall e-servicescape dimensions' impact on website trust. Trust is a customers' emotional reaction according to S-O-R model. Because of that trust leads to the purchase intention, purchase intention is the behavioral response of customers. Positive cognitive responses ultimately increase purchase intention (Teng *et al.*, 2018). The core issue of the business is creating trust towards the website of internet customers (Lin & Sun, 2009). The results of this study reconfirm website trust positively and significantly impact on consumers' online purchase intention. The findings validate by existing studies; which indicates consumer trust in the website totally explain by the e-servicescape and as e-servicescape positively influences the customers' website trust in the website (Tran *et al.*, 2012; Wu *et al.*, 2016). Website trustworthiness positively and significantly impacts the consumers' purchase intention (Harris & Goode, 2010).

The third result of this study is revealed the e-servicescape is a determinant of consumers' purchase intention when website trust mediates the relationship between those two variables in online retail websites. Sobel test revealed website trust mediates the relationship between e-servicescape and purchase intention in the Sri Lankan context. According to Harris & Goode, (2010) website trust is a mediator between e-servicescape and purchase intention. Previous research supports that finding, e-servicescape is linked to the trust then directly drives consumers' intention and behavior (Harris & Goode, 2010). E-servicescape encourages customers to respond cognitively, emotionally and physically then those cognitive responses lead certain behaviors (Hopkins *et al.*, 2009; Tran *et al.*, 2012; Lai *et al.*, 2014). According to the findings of this research direct effect of e-servicescape on consumers, purchase intention is higher than the indirect effect. Previous

studies revealed that consumers' perception and interpretation of online environment powerfully influence the trust and in return associated with consumers' purchase intention (Harris & Goode, 2010). The findings of this study also proved the interpretation of online environment significantly impacts website trust and in return associated with the consumers' purchase intention in the Sri Lankan Context.

5 CONCLUSION AND CONTRIBUTION

This study more specifically proposed, to determine the impact of e-servicescape on consumers' purchase intention considering the mediating effect of website trust towards online retail websites in Sri Lanka. This study has touched the e-servicescape is a crucial factor to attract new customers and retain existing customers. As well considers retailers can impact to the customers' behavioral intention by addressing customer emotional reaction (website trust). This study revealed that e-servicescape significantly and positively impact on the consumers' purchase intention. As well as website trust positively and significantly impacts consumers' online purchase intention. Website trust is mediate the relationship between e-servicescape and consumers' online purchase intention. This study address the gap of very limited studies on the contribution of e-servicescape on consumers' online purchase intention and website trust as a mediator in Sri Lanka. Therefore online retailers should focus their e-servicescape to increase online customers' behavioral intention in a favorable way.

5.1 Managerial Implication

The findings of this study justify e-servicescape is associated with the website trust and purchase intention. Thus, online retailers should critically evaluate their online environment to enhance customers' perceptions regarding firms' trustworthiness. Improving each and every dimension online retailers able to increase trustworthiness and in return increase consumers' purchase intention.

In an online context, customers have not encountered to engage with the retailer in face to face. Because online retailers can enhance their trustworthiness, putting contact details on every webpage response for the customer calls.

Only visual and audible cues are the stimulus in pure online retailing. Because of that online retailers, want to upload clear and attractive pictures and information about the products that they sell, including product customization features must for online retailing to improve consumers' purchase intention. There is no chance to contact with the salesperson to solve technical problems of the products while they purchase products. Moreover, if online retailers can

be add a feature, of audible cues to provide product-related technical instructions when customers purchase a product, it will add competitive advantage for retailers.

Online retailers can provide fun through e-servicescape adding videos, games, funny pictures animations and virtual tours.

Financial security can be ensured by adding a quick payment procedure. As well wants to create payment procedure to enter a few details. As well wants to ensure assurance of customers' details and payment through security procedure of the website.

5.2 Future Research Direction

This study considers those entire dimensions as one variable future possible to test each dimension to find the most influential dimension adding. The researcher suggests applying other mediators such as risk, attitude, and perceived value in future research. This study is focusing on online retailers. Apart from that, future researchers can apply the e-servicescape concept to other industries.

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