Creating a commercial website with digital social responsibility

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Abstract: The emergence of ICT-based services, particularly the Internet, has altered the dynamics between consumers and enterprises. In order to convince, satisfy, and retain customers in order to achieve business success, maximize profits, and ensure business continuity, like any study the main and crucial objective of this study is to offer a clear explanation and a more complete understanding of the characteristics of a socially conscious corporate website, as well as the functions it fulfills to foster positive consumer interactions and attitudes.

Keywords— Characteristics of the commercial website, electronic service, internet, visual appearance, navigation, personalized overview, accessibility, speed and reliability, socially responsible commercial website.

1. Introduction:

With the technological advancement, the dominance of the service sector has become clear especially in advanced economic activities. In recent years, the services sector has contributed significantly to the global economy. In reality, for the leading economies, growing innovation in information and communication technologies (ICTs) has substantially affected the conception, development, delivery, and consumption of electronic services. Computing and Internet innovations are service delivery and consumption innovators that are fuelling extraordinary growth in demand while also creating new e-services to encourage and drive e-consumers to buy and consume (Ltifi & Gharbi, 2012; Jain & Raman, 2023; Amankona et al, 2024).

In brief, various academics and marketers have identified a paradigm shift from commodity trade to an exchange-driven service model in which the customer is key, particularly for online services (Kim & Son, 2009; Ltifi & Gharbi, 2015). At this level, the importance given to the quality of service is higher than the importance given to the quality of manufacturing regardless of the industry sector. Customers' propensity to stay in touch with a firm is influenced by their impression of the benefits of outstanding service quality that delivers a consistent flow of value (Patel et al., 2023).

Several empirical researches have looked at the effect of service quality on a variety of characteristics, including customer satisfaction, attitudes, purchase intentions and loyalty, (Park & Baek, 2023). However, these investigations differed greatly in terms of conceptual model and statistical significance (Carrillat et al, 2009). Service quality and e-consumer engagement are even more ill-defined; some studies (Zeithaml et al., 1996; Park & Baek, 2023; Amankona et al., 2024) found no significant correlation between the two concepts, while others found that service quality explained over 60% of the variation in attitudes, engagement, and loyalty.

These contradictory and inconsistent results pose serious questions, especially about the link between service quality and customer commitment as a measure of customer loyalty and the effect of service quality on consumer sentiments. Despite its importance in the e-services industry, the theoretical underpinnings of service quality, its origins and implications, and the degree to which it impacts crucial marketing criteria like commitment, satisfaction, trust, and loyalty are still up for discussion (Amankona et al, 2024).

Numerous scholarly investigations have explored several elements that impact the quality of online services, such as dependability, speed, accessibility, visual appeal, navigation, and content customization (Palmer, 2002; Jiang & Benbasat, 2007). These research have significantly contributed to our understanding of internet services. However, research on the antecedents and predictors of service quality has not produced a comprehensive model that integrates these antecedents and their influence on explanatory variables such as customer engagement (Mir et al., 2023).

Furthermore, e-services share many of the features of offline services while also introducing many novel qualities that have yet to be addressed by past study into traditional service quality. As a result, habitual service management expertise is difficult to apply to methods required in internet-mediated contexts (Ayanso & Thongpapanl, 2010; Noor et al, 2022; Park & Baek, 2023; Amankona et al, 2024).

In the end, this study's main objective is to offer direction, suggestions, and a deeper comprehension of the functions that socially conscious business websites play in establishing a fruitful interface and fostering favourable relationships

between suppliers and customers in the context of e-commerce.

Literature review, methodologies, findings & suggestions:

''Why?'' create a high-quality, socially responsible website

Our study and a review of the literature and documentation show that a number of conditions are conducive to the success of a commercial and socially responsible website. We summarize them here according to a few key questions.

1/ ''How?'' to design an attractive website based on digital marketing studies

To start, we define and explain electronic services as those that are mediated by information and communication technologies (ICT) and involve a consumer interacting and communicating with a suitable user interface, like a computer, mobile phone, iPhone, iPod, etc., in order to obtain a desired profit for themselves or for another entity. Computing innovations represent service delivery innovators in internet-mediated and consumer contexts, fuelling the exceptional expansion of current demand while also establishing new services (Venkatakrishnan et al, 2023; Amankona et al, 2024).

Likewise, service quality is one of the most significant and well researched subjects in the service literature (Dai et al., 2011; Mican & Sitar-Taut, 2023; Amankona et al., 2024). Scholars concur that a client's comparison of their expectations and perceptions of a service experience determines the quality of the service. Businesses who are trying to set themselves apart from the competition by increasing and enhancing customer value and meeting customer requirements are finding that their service quality is under threat. The results show that providing excellent service increases customer loyalty and retention, two factors that are becoming more and more important in the current competitive environment.

Several techniques have been developed to examine the link between user satisfaction and intentions to use the service again, as well as the confirmation of service quality (Deng et al., 2010; Mican & Sitar-Taut, 2023; Amankona et al., 2024). A consumer knows that his expectations were fulfilled when he compares the service to what he expected, which is how service quality is defined as the result of an assessment procedure. The degree to which an electronic device allows successful and efficient consuming activities during service interactions is known as the electronic service quality. Several academics and practitioners have argued that service and delivery should be taken into account when conceptualizing service quality, using previous theories of service quality and e-commerce research as support. As a result, you must create an appealing design and high-quality content that offers users a clear picture of what the organization has to offer. Visual

identity is crucial. It must be consistent with the company's brand image and easily identifiable by users.

2/ ''How?'' to carefully choose the features of a commercial website

Service quality is explained and defined by several methods such as the extent to which online customers receive selected, accurate, important, complete, and timely information when interacting with the user interface of the virtual atmosphere (Tan et al., 2007; Lopezosa et al., 2023; Amankona et al., 2024). When evaluating an electronic service, the user interface plays a significant role. In e-commerce, the layout and design of the store have a significant impact on the service consumer's shopping experience. To capture the features of the commercial website, six antecedents or dimensions of e-service delivery quality were chosen based on the literature: visual appearance, navigation, personalized insight, accessibility, reliability, and speed. Consequently, and in order to grasp the features of the business website, six antecedents or dimensions of e-service delivery quality based on the literature were identified namely: visual appearance, navigation, personalized insight, accessibility, reliability and speed. These characteristics have been found to be important in past theoretical and practical studies of the e-commerce environment.

3/ ''What is?'' the importance of visual appearance in the perception of the quality of a commercial website?

The consumer's assessment of the service interface's visual appeal is influenced by its design, attractiveness, and inherent beauty. The power of an image or personality created by website components including text, graphics, style, logos, colors, themes, and slogans is referred to as visual appearance in virtual environments. More aesthetically pleasing websites often offer better quality services, which can influence customers' online purchasing decisions and, eventually, their loyalty to the service provider (Cyr et al 2006; Lopezosa et al, 2023; Amankona et al, 2024). As a result, the interface's look is one of the most essential parts of the Internet-mediated experience. Based on the considerations presented, the visual appearance of the service system has a favourable relationship with the quality of electronic service delivery.

4/ ''What is?'' the importance of navigation in the perception of the quality of a commercial website

Websites that are clear and simple to use are what customers want and deserve. Because the internet-mediated environment eliminates the most significant feature of human interaction in the delivery of offline services, simplicity of navigation has emerged as a critical component. Difficulty navigating and loss are frequently related with customer bewilderment, irritation, and wrath, resulting in bad experiences. To mitigate this risk, electronic context navigation tools have been created to avoid consumers from experiencing loss. Customers

frequently cite a large amount of publicly available information as a primary incentive for interacting with an internet-mediated environment, provided that it is appropriately organized and readily accessible (Rosenfeld and Morville, 2002; Srivastava & Thaichon, 2023; Amankona et al, 2024). The ease of navigating in virtual settings should allow for improvements to the quality of electronic services. According to the reasons presented, the ease of navigation on the service system is positively related to the quality of e-service delivery.

5/ ''What is?'' the importance of personalized insight in the perception of the quality of a commercial website

Personalized insight refers to the capacity to adjust products, services, and environments to specific consumers (Srinivasan et al, 2002; Cheng, 2022; Srivastava & Thaichon, 2023; Amankona et al, 2024). The insight should affect engagement with the service by generating the illusion of expanded choice through fast focus and high-quality signage, resulting in a better match of what the client truly wants. A virtual model at "Lands' End," for instance, gives customers access to software that lets them make a virtual image and then try on clothing in a virtual fitting room to get a sense of the items before buying them. The personalized preview of the service system has a positive correlation with the caliber of e-service delivery, according to the arguments put out.

6/ ''What is?'' the importance does accessibility play in the perceived quality of a commercial website?

The measures done by the service provider to guarantee continuous service are referred to as accessibility. Customers increasingly rely on the internet for business access and help (De Ruyter et al, 2001; Cheng, 2022; Srivastava & Thaichon, 2023; Amankona et al, 2024). Service potential has a negative impact on the company's future since it erodes customer-business connections and perceptions of service quality. Actually, the goal of accessibility is to reduce the number of service disruptions. In an effort to improve accessibility, e-service providers have started to offer 24/7 customer support using means like instant messaging, as it can be challenging to get in touch with a "live person" in a traditional service setting. Therefore, based on the arguments mentioned, the accessibility of the service system is positively associated with the quality of e-service delivery.

7/ ''What is?'' the importance of reliability in the perception of the quality of a commercial website?

"The capability to deliver the promised service with thoroughness and accuracy" is the definition of dependability in an offline scenario (Parasuraman et al, 2005; Zeng et al., 2022). In the context of internet-mediated communication, dependability also refers to the timely, accurate, and high-quality delivery of services. Numerous assessments on online failures indicate that delivery problems are the most often reported problem by customers. The quality and results of services are highly valued by consumers, and they would be negatively impacted if an electronic service, for instance, is delayed or nonexistent. These mistakes might have serious repercussions for the company, such losing clients and bad press (Bitner et al., 2000; Zeng et al., 2022; Amankona et al., 2024). Thus, service failure is a factor of consumer behaviour in explaining switching. Based on the arguments presented, the dependability of the service system is positively related to the quality of electronic service providing.

8/ ''What is?'' the importance the role of speed in the perception of the quality of a commercial website?

One of the primary benefits of the internet-mediated environment is the availability of services in close proximity or on time (Holloway & Beatty, 2003; Jakubanecs et al, 2023). Internet-mediated settings lack many of the human contact components that are essential to the traditional service experience and sometimes cause delays in service delivery. When comparing online and conventional purchasing, internet customers have the benefit of receiving current information straight from the site rather than having to look for a salesman. Many academics and marketers have demonstrated that the ease and speed of website performance are important factors in online customer experiences (Szymanski & Hise, 2000; Jakubanecs et al, 2023; Amankona et al, 2024). As a result, quickness of access and performance emerge as critical components in the evaluation of quality in the electronic setting. According to the reasons presented, the speed of the service system is favourably related to the quality of electronic service providing.

9/ ''What is?'' the importance of social responsibility in the perception of the quality of a commercial website

To increase social responsibility and sustainability in their e-commerce business, e-tailers need to create socially responsible commercial websites. In today's world, social responsibility is an imperative in e-commerce. Consumers are more aware and more concerned about the environment than ever before. And with the rise of social networking and instant connectivity, it's no longer possible for the unscrupulous to hide, at least not for long. In the context of e-commerce, socially conscious online merchants are those who are willing to consider and bear responsibility for environmental and social issues. This frequently entails recyclable goods, less-than-sustainable packaging, or charitable endeavours (Amankona et al., 2024).

It is strongly suggested that sustainable operations be adopted as a social cause. These sustainable operations are easy to optimize for the e-commerce world. These sustainable operations can be explained by packaging, logistics, reduction

of carbon emissions, returns management, etc. For example, if the e-merchant has chosen to adopt sustainable packaging as a mission of social responsibility; it is possible to integrate one or more elements such as no plastic, recyclable packaging, reduced filler materials, reusable packaging...etc. Consequently, the dissemination of the e-commerce company's social responsibility influences consumers' perception of the quality of their commercial website.

10. Conclusion

Commercial website characteristics are central concepts in online consumers' perception of e-service quality. Our study has essential implications for practitioners and professionals. As a result, this study demonstrates the critical significance that service delivery quality plays in client satisfaction and overall experience. This study stresses the significance of customer service in developing efficient service plans and management techniques. In the electronic environment, building the system with good and courteous service would lower the expenses of effort and time in a consumer's overall buying experience. Companies offering online services should aim to provide attractive, stable, reliable, easy, personalized, accessible, fast and quality delivery. Success in e-commerce is not a given, even if the company makes a considerable digital marketing effort and invests a lot of effort and money. A socially responsible merchant website needs to be carefully managed in order to optimize its positive effects both on the organization's medium- and long-term results and on the attitudes and behaviour of online consumers.

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