

# The Influence of Comprehensive Product Information and The Effective Product Presentation on Customers' Purchase Decisions in Online Shopping

Rashmi Sharma<sup>1</sup>, Dr.Sachin Dutt<sup>2</sup>, Dr. Kanika Sachdeva<sup>3</sup>  
<sup>1</sup>Research, Scholar, School of Design, Sushant University, Haryana, India  
<sup>2</sup>Associate Professor, School of Design, Sushant University, Haryana, India  
<sup>3</sup>Professor, School of Business, Sushant University, Haryana, India

Corresponding Author: rashmisharma.phd21@gmail.com

ARTICLE INFO

ABSTRACT

Received: 22 Dec 2024  
Revised: 30 Jan 2025  
Accepted: 10 Feb 2025

**Objective:** Product knowledge is the depth of understanding a consumer, particularly those who shop online, has about a particular brand or product. The primary goal of this study was to determine how product presentation and information related to online buyers' decisions to buy are related.

**Theoretical Framework:** This study is based on the Consumer Decision-Making Model and the Elaboration Likelihood Model, bringing to light the relationship between product knowledge, presentation, and purchase decisions in online shopping. The familiarity and depth of knowledge about the product would affect the perceived value and trust. Images, descriptions, and product reviews are persuasive tools that affect cognitive and emotional responses. The ELM suggests that highly knowledgeable consumers process information through the central route (detailed evaluation). In contrast, less knowledgeable consumers rely on peripheral cues (aesthetics, branding). This interaction shapes online purchase behaviour, emphasizing the role of clear, engaging product information.

**Method:** It is possible to synthesize the respondents' behavioural approach using analytical parameters. An explanation of the problem-solving process was part of the behaviour science framework. For the analysis, almost 400 complete responses were taken into account. The questionnaire asked questions about the respondents' demographics as well as how they used internet resources to make purchases.

**Results and Discussion:** The majority of the respondents 53.3% were female and fell between the 21–45 age range. Nearly 69.8% of the participants made purchases online, and 42.0% utilized it for three or four data points per week. In this study, the range of the Cronbach's alpha was 0.721 to 0.809, showing good reliability. In this study, the average score for product information was 3.949, for product presentation it was 3.91, and for buy decision it was 3.85. Given that the p value was less than 0.05, the first hypothesis that there is a link between product information and purchase decision was accepted. The p value for the second hypothesis, which posited a relationship between product display and purchase decision, was likewise less than 0.05. As a result, the second hypothesis was approved as well.

**Originality/Value:** The results of this study showed a significant relationship between product information and presentation and the decision to buy.

**Keywords:** product information, product presentation, purchase decision, online shopping

INTRODUCTION

Online shopping is becoming more and more popular due to the rapid growth of e-commerce. (Shaw, N., et al, 2022) A report published by E-marketer (2021) projects that global e-commerce sales will reach \$4.92 trillion in 2021, accounting for 19.6% of total retail sales. Unlike in-store purchases, however, e-commerce transactions do not allow customers to touch, taste, or try products; instead, they rely primarily on the product presentation information provided by online retailers to assess the quality and fit of the products. (Jiang, Z, H., et al, 2004)

Customers will decline to purchase a product if they are unable to find the necessary and sufficient information about it. In order to better communicate product information to customers (Dwivedi Y, K., et al, 2021), the main e-commerce platforms and online retailers have concentrated on optimizing product display. (De, P., et al, 2013) Online shopping can encounter challenges such as perceived risk and less trust due to intangible products and diminished retailer interaction (Amsl et al. 2023 p.1214). In this regard, product information (PIQ) is extremely critical as the outcome is cart abandonment and negative perception.

Zhang, (2023 p.2) states that live streaming increases users' engagement through real time, interactive, and immersive 3D displays. Product presentation is vital to the decisions of the consumer while shopping online. It explores the effect of presentation of the product on the purchase intention mediated by the perceived product value, and moderated by the time pressure. It studies whether presentation only is capable of driving consumer purchase decisions in live streaming commerce.

Chen et al. (2022 p.3), the role of vendor-supplied product information, review diversity, and emotional cues. Consumer adoption is affected by review variance whereas indulgent consumers prefer high variance reviews for new products and restrained consumers prefer low variance reviews. Facts such as text quality, review credibility and consumer loyalty have been found to affect purchase behavior greatly influenced by online reviews.

There are associated issues with the growth of e-commerce that need to be addressed. For example, because online retailing lacks a direct, individualized relationship with the store and the products are intangible, customers frequently view it as unsafe and untrustworthy. Online buyers are mostly influenced by the website, its layout, and the content it provides while making selections about what to buy. (Rita, P et al, 2019) As a result, 83% of consumers say that product information is crucial when making an online purchase decision. Additionally, 53% of respondents said they will stop purchasing at the website and purchase elsewhere if they receive inadequate product information. It follows that since information on websites influences consumers' perceptions of the quality of e-services, high-quality and accurate product information is required. (Berger, C.R., et al, 1975) (Ratchford, B., et al, 2022)

Product knowledge is the breadth of knowledge a customer possesses on a specific brand or product. This shapes how perceptions are formed and serves as the foundation for wise decision-making. However, a key factor in determining total consumer happiness and loyalty is the quality of the product. Here, the theory is that advertising serves as a catalyst, influencing perceptions of product quality and helping consumers acquire product knowledge, both of which lead to buy intention (Demir, A., et al, 2020). This study sheds important light on consumer behaviour and marketing by examining these linkages. Businesses may create more successful advertising campaigns, enhance product development, and ultimately build stronger customer connections by having a greater grasp of the relationship between advertising, product knowledge, product quality, and buy intent. (Demir et al, 2020) (Harmen, H., et al, 2022)

The premise that attractive products foster a positive mood, which in turn leads to positive shopping results in offline retailing, is supported by empirical research findings. When it comes to online shopping, a well-presented product not only draws customers to a website but also helps them make purchases when they can't physically touch the thing. Product presentation is important because it influences consumers' affective and cognitive reactions when they buy online, especially when they can't physically inspect the product before making a purchase (Paz, M, D, R., et al, 2020). This affective and cognitive response has an impact on the shopping experience and results. When it comes to things like clothing, where consumers make decisions based in part on their sensory experiences, the importance of online product presentation increases. (Turley LW, et al, 2000) (Yoo J, et al )

This study was mainly undertaken in order to find the association of product information and product presentation influencing the purchase decision of online purchasers.

## LITERATURE REVIEW

The purchase decision making of online products is often influenced by several factors and it is complex process. This review briefs about the product information and product presentation factors affecting the purchase decision.

### PRODUCT INFORMATION

When making a purchasing decision, online customers rely more on product information, particularly when it comes to the feel and appearance of the items. The intangibility of internet purchasing is the cause. (Kripesh, A.S., et al, 2020) Customers' opinion of an online portal's potential to improve their online purchasing experience in terms of efficiency and value is known as perceived usefulness. A study by Kripesh et al

demonstrated a strong relationship between perceived utility and product knowledge, which in turn greatly affects purchase intention. The study shows that comprehensive online product information and website performance are important elements that influence customers' decision to make an online purchase. (Kripesh, A.S., et al, 2020) In an effort to improve the online shopping experience, set themselves apart from competitors, and boost sales, retailers keep adding new features to their websites. (Jeong et al., 2009) To generate and present 360° product views, a wide range of hardware and software options are available. The underlying idea is to create a pseudo-3D visualisation by mapping the 360 degrees of space to a group of real photos collected around an item at regularly spaced angles. (Hewawalpita & Perera, 2017)

A study by Zhao et al had noted that, Pricing and packaging of the product had a statistically significant association with the buyer decision process, according to confirmatory factor analysis, path analysis, and discriminant validity in structural equation modeling. Following the addition of satisfaction as a mediating variable, full mediation was observed in the instance of product pricing, whereas partial mediation was shown in the case of product packaging. (Zhao, H., et al, 2021) In light of the research findings, product managers ought to implement strategies for price and packaging in order to impact consumers' purchasing intentions.<sup>10</sup> Hence following hypothesis can be framed in order to find the association between product information and purchase decision. (Zhao, H., et al, 2021)

## PRODUCT PRESENTATION

In a study by Boardman et al, Customers responded more favourably to products with more visual, cognitive, and affective aspects because they desired as much visual information as possible to help them make decisions. Mannequin photos and the zoom option were the next most popular and impactful features in product presentations, after images of models. In comparison with middle-aged groups (30s–50s), the 20s spent significantly less time observing and interacting with the components of the product presentation, were less fixated on mannequin photos, and made decisions much faster. (Boardman, R., et al, 2019)

In a study by Wu et al, findings of the trial demonstrated a substantial interaction effect on mental images between the usage scenario presentation picture and the product feature presentation video. Mental imagery not only had a direct influence but also an indirect one through good emotion and perceived social risk on purchase intention. (Wu, J., et al, 2020) Additionally, individualism vs collectivism attenuated the behavioral effect of perceived social risk. More specifically, collectivists' purchasing intention was more strongly influenced by perceived social risk than individualists were. (Wu, J., et al, 2020) With a focus on how values of individualism and collectivism at the individual level influence consumers' intention to buy wearable gadgets, this study advances our knowledge of the process by which online product presentation influences purchase intention. (Wu, J., et al, 2020).

Product presentation is important in deciding the purchasing decisions of the consumer, particularly online shopping since there is no direct interaction with the product. As the evolution of live streaming commerce intensifies, real time product demonstration enhances a shopper experience by demonstrating the product from various angles, that sheds light on the live trial and interacting with the customers (Fan, 2024 p.2). It bridges the gap between online and offline shopping by being sensory and real time. Different formats are used by the e-commerce platforms, which include text description, images, videos, interactive 3D models to boost consumers' engagement and trust. Increasing the amount of high media richness in product presentation will decrease perceived risk and increase consumer confidence, which subsequently increases purchase intent. High quality and well-structured product information is being used to enhance consumer trust and total satisfaction of products which is an imperative part of the modern digital marketing strategies.

## RESEARCH QUESTION

- ❖ What is the association between product information and product presentation with purchases decision of Amazon online platform users?
- ❖

## RESEARCH GAP

The literature review has shown that not many available research articles have established the association of product information with purchase decision and product presentation with purchase decision. Hence, this study was taken up.

## HYPOTHESES

- H1: Product information influences the purchase decision of online purchasers.
- H2: Product presentation influences the purchase decision of online purchasers.

## RESEARCH METHODOLOGY

A study's research methodology describes how science advances goals and is a crucial and fundamental component of the overall process. Analytical parameters can be used to summarize the respondents' behavioural approach, which includes expectations, evidence, observations, knowledge of reality, and personal point of view. A study indicates that the scientific procession must guarantee objectivity. Furthermore, society believes that a viewpoint that emphasizes social variables is crucial for practical implications. Their creative findings and analysis were at the forefront of label research.

## RESEARCH DESIGN

The behaviour science framework was used in this study, together with a description of the problem-solving procedure. This study's primary focus was on the respondents' mental states, mood swings, emotional fluctuations, and conduct in relation to the particular situation. By approaching the cooperative feedback process with peers and gaining information, the buying behaviour of consumers and the performance of organizations in the market can also solve many difficulties. One might classify the analysis of purchasing behaviour as "comparative" or "co-oriented." These two variables actually imply anything, according to behavioural research.

## SAMPLE SIZE AND DATA COLLECTION TECHNIQUES

This empirical research was based on survey responses obtained online. The questionnaire was circulated through Google forms and 425 people who had used Amazon online platform had responded to the forms. About 400 completed responses were considered for the analysis. The questionnaire consisted of items pertaining to demography of the respondents and items about use of Amazon online platforms for the purchase decisions. The questionnaire included items consisting of product information, product presentation and purchase decision. These items were based on likert scale where 1 indicated "Strongly disagree" and 5 indicated "Strongly agree".

## DATA ANALYSIS

The data analysis was based on quantitative analysis. The items for demography were presented as frequency and percentages. Mean and standard deviations were used for presentation of items of product performance and product presentation. Reliability analysis and factor analysis was conducted for validation of the questionnaire. Regression analysis was used for testing of hypothesis.

## RESULTS

**Table 1**  
*Demography of the respondents*

Characteristics		Frequency	Percent
<b>Age group</b>	<b>Less than 20 years</b>	22	5.5
	<b>21 – 45 years</b>	213	53.3
	<b>46 – 60 years</b>	138	34.5
	<b>More than 60 years</b>	27	6.8
<b>Sex</b>	<b>Male</b>	179	44.8
	<b>Female</b>	221	55.2
<b>Education</b>	<b>Under graduation</b>	47	11.8
	<b>Post graduation</b>	162	40.5
	<b>Professional studies</b>	159	39.8
	<b>Doctorate</b>	32	8.0
<b>Occupation</b>	<b>Student</b>	28	7.0
	<b>Homemaker</b>	212	53.0
	<b>Government Employee</b>	40	10.0
	<b>Private employee</b>	37	9.3
	<b>Professional</b>	62	15.5
	<b>Business/ Self - employed</b>	21	5.3
<b>Annual household income</b>	<b>&gt; 5 Lakhs</b>	35	8.8
	<b>6 – 10 lakhs</b>	49	12.3
	<b>11 – 15 lakhs</b>	133	33.3

	<b>16 – 20 lakhs</b>	139	34.8
	<b>More than 20 lakhs</b>	44	11.0
<b>Use of Amazon online platform</b>	<b>Yes</b>	279	69.8
	<b>No</b>	121	30.3
<b>Frequency of use of Amazon online platform</b>	<b>Everyday</b>	36	9.0
	<b>1 – 2 days in a week</b>	168	42.0
	<b>3 – 4 days in a week</b>	163	40.8
	<b>Once in a month</b>	33	8.3

This empirical research had shown that, about 53.3% of the respondents belonged to 21 – 45 years age group. About 55.2% of the respondents were females and 40.5% were educated up to post graduation. About 53.0% of the cases in this study were homemakers. The annual household income of 34.8% of the respondents was 16 – 20 lakhs. Almost 69.8% of the respondents used Amazon online platforms for the purchase and 42.0% used it for 3 – 4 data in a week.

**Table 2** Reliability analysis

Variables	Items	Crohnbach's alpha value
<b>Product information</b>	5	0.721
<b>Product presentation</b>	5	0.734
<b>Purchase decision</b>	5	0.809

The crohnabach's alpha which is a statistical indictor of reliability of the items. The crohnbach's alpha in this research ranged from 0.721 to 0.809 indicating good reliability.

**Table 3** Descriptive statistics

Variables	Mean	Std deviation	N
<b>Product information</b>	3.95	0.36	400
<b>Product presentation</b>	3.91	0.40	400
<b>Purchase decision</b>	3.85	0.54	400

All the 400 respondents in this research were included in the analysis. Mean value of product information in this study was 3.949, product presentation was 3.91 and purchase decision was 3.85.

### TESTING OF HYPOTHESIS

First hypothesis in this research was tested using linear regression analysis.

H1: Product information influences the purchase decision of online purchasers.

**Table 4** Association between product information and purchase decision

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.100	.281		7.469	.000
Product information	.443	.071	.299	6.254	.000

a. Dependent Variable: Purchase decision

The beta coefficient for the association between the product information and purchase decision was 0.299 and its corresponding p value  $0.000 < 0.05$ . Hence, it can be concluded that there is a positive and significant association between the product information and purchase decision.

The second hypothesis of association between product presentation and purchase decision was also tested by using regression analysis.



**Table 5** Association between product presentation and purchase decision**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.148	.246		8.717	.000
Product presentation	.435	.063	.329	6.946	.000

a. Dependent Variable: Purchase decision

The association between the product presentation and purchase decision was 0.329 and its corresponding p value was  $0.000 < 0.05$ . Since the p value was less than 0.05, one can conclude that, there is a positive and significant association between product presentation and purchase decision.

**Table 6** Testing of hypothesis results

Hypothesis	P value, sig	Decision
H1	0.000, Sig	Accepted
H2	0.000, Sig	Accepted

According to this empirical research the first hypothesis of association between product information and purchase decision was accepted since the p value was less than 0.05. The second hypothesis of association between product presentation and purchase decision also indicated that the p value was less than 0.05. Hence, the second hypothesis was also accepted.

## DISCUSSION

This empirical research was undertaken in order to study the association of product information and product presentation with purchase decision. The online purchase is mainly dependent on the age and gender of the purchaser segments. This study involved majority of the respondents between 21 – 45 years and females. The analysis also revealed that the purchaser segment was educated and majority of them were homemakers. The use of online platforms was also important. But in this era of advancement of mobile technology and network is favouring online platform and increase in economy through online platform. Women are also more "abusive" than men when it comes to using mobile devices.

Comparable patterns were observed among Nordic online shoppers in 2015, with women preferring to use smartphones and tablets for purchases over males (fifty-nine percent of women and thirty-six percent of men). This can be explained by the fact that males tend to be more analytical than women when they purchase online. (Kumarvel, R., 2017)

The online product purchase decision is often dependent on several factors including the product information and product presentation. The purchase intent is mainly dependent on these factors. This study had shown there was a significant association between the product information and purchase decision. A study by Kripesh et al had noted that, there was a strong relationship between perceived knowledge and product knowledge. The intent of online purchase is also dependent on the comprehensive product information and website performance. (Kripesh, A.S., et al, 2020) A study by Zhao et al had noted that, there was a significant association of product information and purchase decision mediated by customer satisfaction. (Zhao, H., et al, 2021)

This study has also shown that, there was a significant association between the product presentation and purchase decision. The product presentation plays crucial role in purchase decision by the online customers. The product purchase through online depends on more visual, cognitive and affective aspects. The research available has shown that the people spend more time on product presentation in making purchase decision. (Boardman, R., et al, 2019) In a study by Wu et al, the product presentation helps in mental integrity of online purchaser in making purchase decision. (Wu, J., et al, 2020)

## CONCLUSION

Online shopping is becoming an increasingly common manner of making purchases for goods and services on a daily basis. As social media and the Internet have grown, they have started to give customers many more options to evaluate features, costs, and vendors. Additionally, it provides multiple options for obtaining the necessary products from any location in the globe. This study was mainly undertaken to study the association of product information and product presentation in purchase decision by the Amazon online customers. This study had shown significant association of product information and product presentation with the purchase decision among amazon online platform users.

## AUTHOR'S CONTRIBUTION

Ms. Rashmi Sharma conceived the idea, conducted the experiments, and analysed the data. Dr. Sachin Dutt contributed to the conceptualization of the paper's concepts as well as some parts of its analysis. He had proofread every element to ensure accuracy so that there would be no mistakes in providing accurate research-related information. Dr. Kanika Sachdeva verified the analytical methods of the study and provided critical revisions to the manuscript. The data collection was conducted by Ms. Rashmi Sharma through an online questionnaire. All authors read and approved the final version of the manuscript.

## CONFLICT OF INTEREST

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter or materials discussed in this manuscript.

## FUNDING ACKNOWLEDGEMENT

The authors received no financial support for the research, authorship, and/or for the publication of this research paper.

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