

The impact of e-servicescape on the flow and purchase intention of online consumers: Quantitative analysis of B to C e-commerce stores in Morocco

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Abstract:

In the context of e-commerce, one of the first effective points of contact with the customer is the website. E-commerce is growing at an exponential rate and the corresponding web pages, called e-servicescape, now have a significant presence in driving loyalty and attracting new customers online. Nevertheless, the understanding of the attributes of e-servicescape remains unclear, due to the limited empirical evidence that has been obtained and reviewed. Therefore, the purpose of this paper is to investigate a conceptual model of the e-servicescape, flow, and purchase intentions. Using the S-O-R (Stimulus-Organism-Response) model, Bitner's model, flow theory, and the theory of planned behavior (TPB) as theoretical foundations. This study stems from the successful operationalization of a comprehensive multi-item (48 items in total), multi-scale (five scales), multi-dimensional (three) measure of e-servicescape, namely aesthetic appeal, layout/functionality and financial security, through a survey administered to 498 respondents residing in Morocco.

The results of this study reveal the history of consumers' online flows and their purchase intentions. Similarly, the study shows that consumers' interpretations of the e-servicescape dimensions have a significant impact on the flow. As a result, we found that the e-servicescape positively influences the flow, which in turn influences consumers' behavioral intentions.

This paper aims to give new impetus to the clarification of the concept of the e-servicescape of Moroccan e-commerce sites and to uncover the fundamental issue inherent in the relationship between the e-servicescape and consumer behavior. Finally, the results provide valuable insights into the factors on which theorists and practitioners should focus their efforts to better adapt their approaches.

Keywords: E-servicescape, Flow, Purchase intention, E-commerce.

JEL Classification : M3

Paper type: Empirical research

1. Introduction

E-commerce is expanding at a breakneck pace. Over the last decade, the continued advancement of electronic and mobile capabilities has increased the number of opportunities for e-commerce sales.

According to the United Nations Conference on Trade and Development (UNCTAD) Business to Consumer (B2C) E-commerce Index, Morocco was ranked fifth in Africa in terms of E-commerce in 2018. Indeed, (Zeithaml, Parasuraman and Malhotra, 2002) proposed to Internet consumers to share their user experience of e-commerce websites from their purchase intentions. Maximizing turnover can be viewed as a key success factor in the operation of online stores. As a result, increased research efforts have concentrated on factors influencing the purchasing behavior of online customers. Trust has been identified as the primary driver of online purchase intentions (Harris & Goode, 2010), which is influenced by several factors. These elements are summed up as the e-servicescape: "the online environment factors that exist duringIn an online context, the services are known as e-servicescape which is based on the perceptions of customers when they visit the online store (Tran, Strutton and Taylor, 2012). An e-servicescape can boost customers' feelings and perceptions of a website and thus impact purchase intent. In this regard, organizations must develop appropriate designs to create an online shopping environment that produces specific emotional effects in shoppers that increase their willingness to make a purchase (Wu, Quyen and Rivas, 2017).

The review of existing literature indicated that while a range of studies had explored the servicescape in offline retail contexts, the concept of e-servicescape had been comparatively ignored, but recently highlighted as a primary key to website success service delivery" (Harris & Goode, 2010) In an online context, the services are known as e-servicescape which is based on the perceptions of customers when they visit the online store (Tran, Strutton and Taylor, 2012). An e-servicescape can boost customers' feelings and perceptions of a website and thus impact purchase intent. In this regard, organizations must develop appropriate designs to create an online shopping environment that produces specific emotional effects in shoppers that increase their willingness to make a purchase (Wu, Quyen and Rivas, 2017).

The review of existing literature indicated that while a range of studies had explored the servicescape in offline retail contexts, the concept of e-servicescape had been comparatively ignored, but recently highlighted as a primary key to website success (Eroglu, Machleit and Davis, 2003 ; Harris and Goode, 2010). As a result, a conceptual model of e-servicescape was developed, which presents online environments as comprising three dimensions. These relate directly to flow or optimal experience, which has been defined by Csikszentmihalyi (1990) as a state of consciousness that is sometimes experienced by people who are deeply involved in an enThe conceptual model proposed in this study is based on four main theories namely the flow theory (Csikszentmihalyi, 1990), the theory of planned behavior (TPB)(Ajzen, 1991), the S-O-R model (Mehrabian & Russell, 1974), and Bitner's model (1990). To evaluate the robustness of the hypothetical model, a survey was conducted among online shoppers residing in Morocco (498). To better understand how individuals react to the perception of an e-commerce site, we formulated the following research questions:

Question 1: To what extent do the dimensions of e-servicescape influence the flow of Moroccan customers?

Question 2: How can the flow be a key analysis in explaining the purchase intentions of online customers?

To answer our research questions, we present a conceptual model of purchase intentions, flow, and e-servicescape with three multifaceted dimensions. Next, we describe the research design, methodology, and approach. After presenting our results and evaluating our model, we conclude our study with a discussion of the implications of our results and highlight potentially interesting directions for future research.

2. Review Literature and conceptual framework

2.1. Background

Purchase intention is a kind of decision that studies the reason to buy a particular brand by the consumer (Saad *and al.*, 2012). Other authors argue that buyers stay with their knowledge and external environment to gather information and make a purchase option by evaluating alternatives (Wakefield and Blodgett, 1996 ; Rizwan and Jamal, 2013 ; Raza *and al.*, 2014). Also, Meskaran, Ismail and Shanmugam (2013) define online purchase intention as a situation where a consumer is willing and intends to transact online. Therefore, it is crucial to understand how Internet consumers are motivated to make a purchase, seek related information based on personal experience and environmental factors, and then evaluate and compare several potential products before finally deciding which one to purchase online (Teng, Ni, and Chen, 2018).

According to Harris and Goode (2010), the electronic servicescape or e-servicescape is defined as the online environmental factors present during service delivery that can affect customer satisfaction. In the broadest sense, e-service can be defined as the provision of services over electronic networks such as the Internet. This notion of e-service includes not only the services provided by a typical service organization, but also those provided by manufacturers of goods whose success depends primarily on the quality of their service. Previous studies have highlighted the importance of e-servicescape, due to the exponential growth of e-commerce sites (Kim, Kim and Kandampully, 2011 ; Huang *and al.*, 2017 ; Tankovic and Benazic, 2018 ; Morales-solana, Cotas and Esteban-millat, 2019). Indeed, the Internet enables interactions between organizations and customers that can reflect the essential characteristics of services, such as intangibility and inseparability (Parasuraman, Zeithaml and Malhotra, 2005). Furthermore, an e-servicescape can stimulate customers' feelings and perceptions of a website and thus impact consumer behavior. Also, if the e-servicescape meets the needs of consumers, they are more likely to be immersed in a state of flow (Bridges and Florsheim, 2008).

2.2 E-servicescape

When consumers visit a web shop, they form an immediate impression of the web shop, which they seek to confirm with additional information and impressions received from the web shop.

This extends to interpreting information to suit the initial impression: on the same website, customers with a negative first impression interpret information negatively, while customers with a positive first impression interpret the same information positively (Stewart, 2003). The design of the e-servicescape can have an impact on the first impression. Before delving into the e-servicescape in-depth, the origins and history of the concept are discussed.

Bitner (1992, p. 58) defines servicescape as “the built environment (i.e., the manmade, physical surroundings as opposed to the natural or social environment)” and claims that it has a significant impact on both consumers and employees in service organizations. Ambient conditions, space and function, and signs and symbols are all important considerations. Although factors for brick-and-mortar stores and web shops overlap, there are some significant differences because the online aspect introduces new challenges at various transaction stages. Thus, the e-servicescape (also known as the cyberspace or virtual servicescape) was defined as “the online environment factors that exist during service delivery.” “supply” (Harris and Goode, 2010: p. 231). Other researchers broadly agreed with this definition.(Jeon & Jeong, 2009; Vilnai-yavetz, 2006). According to Harris and Good (2010), The e-servicescape has three dimensions: aesthetic appeal, design and functionality, and financial security.

2.2.1. Aesthetic appeal

The first of the three components of the e-servicescape is the aesthetic appeal. According to Wang and Emurian (2005: 51), "design is more than an artistic interface." This was supported by other research, which stated that aesthetics "deals with the sensory experience elicited by an artifact, and the extent to which this experience aligns with individual goals and attitudes" (Vilnai-yavetz, 2006: 258).

A good visual design provides not only visual pleasure but also comfortable reading and ease of use (Wang & Emurian, 2005). Aesthetic appeal is comprised of three sub-factors, as illustrated in Figure 1: design originality, visual appeal, and entertainment value (Harris & Goode, 2010). Aesthetic appeal is important in today's online consumption style, which has shifted from utilitarian to a combination of utilitarian and hedonic purposes, with recreation and entertainment becoming more important aspects (Heijden, 2001; Lu & Wang, 2012). Therefore, we can put forward the following hypothesis:

H1: Aesthetic appeal has a direct influence on the flow.

2.2.2. Layout and functionality

Layout and functionality are the second components of the e-servicescape. It specifies which design elements are included on a web store and where they are placed. Layout and functionality include four sub-factors, as shown in Figure 1: usability, information relevance, customization, and interactivity (Harris & Goode, 2010). Layout and functionality are paramount, as they impact customer selection, usage, and purchase behavior online (Eroglu, Machleit and Davis, 2003; Richard, 2005; Adiwijaya and al., 2016). The website is often the only point of contact customers have with an organization in e-commerce, organizations need to incorporate customer needs, wants, and preferences into the layout, functionality, and design of the website to gain a competitive advantage (Surjadjaja, Ghosh and Antony, 2003; Kühn, Spies and Petzer, 2015).

As a result, users may enter a state of flow, in which they have a distorted sense of time and achieve an intrinsically enjoyable experience. As a result, we develop the second following hypothesis:

H2: Design and functionality have a direct influence on the flow.

2.2.3. Payment security

According to many researchers, security is the main challenge and issue for successful e-commerce implementation researchers (Katsikas, Lopez and Pernul, 2005; Hsin and Wen, 2009; Adiwijaya *et al.*, 2016; Subramaniam and Andrew, 2016). However, academic researchers generally agree that security is more than just a technical challenge and must include managerial, organizational, and human dimensions to be more effective (Eloff and Eloff, 2003).

As a result, it is critical to consider the factors that influence customer acceptance and utilization of payment methods. Researchers discovered that perceived risks and benefits, as well as payment features offered, have the greatest influence on customer willingness to adopt and use.

Engaging in activities that improve financial security results in a direct increase in revenue. In other words, customers' willingness to adopt and use online payment methods can be influenced by financial security: perceived security based on perceived risk and ease of payment. As a result, we can put forward the following hypothesis:

H3: Financial stability has a direct impact on the flow.

2.3. Flow

The notion of flow has been widely used in recent years. Yet, authors' discussions in the literature regarding this notion were not a matter of unanimity (Hoffman and Novak, 2009 ;

Rareş, 2014 ; Ozkara, Ozmen and Kim, 2017). On the positive side, researchers generally agree on the conceptual definition of flow as presented by Csikszentmihalyi (1990), who defines it as an experience that most individuals have had in a variety of settings. However, researchers, therefore, have an intuitive understanding of the concept of the flow. Translating this intuitive understanding into a coherent operational definition has proven to be a challenge. Novak and Hoffman (1996) initiated the notion of flow to study it online and described an online flow consistent with the original framework of Csikszentmihalyi (1990).

Online marketers believe that if customers experience flow, they are more likely to make additional purchases and return to the website for the same shopping experience in the future (Bridges and Florsheim, 2008). Based on these insights, we can advance the following hypothesis:

H4: Flow has a direct influence on consumers' purchase intention online.

2.4. Theoretical and conceptual framework

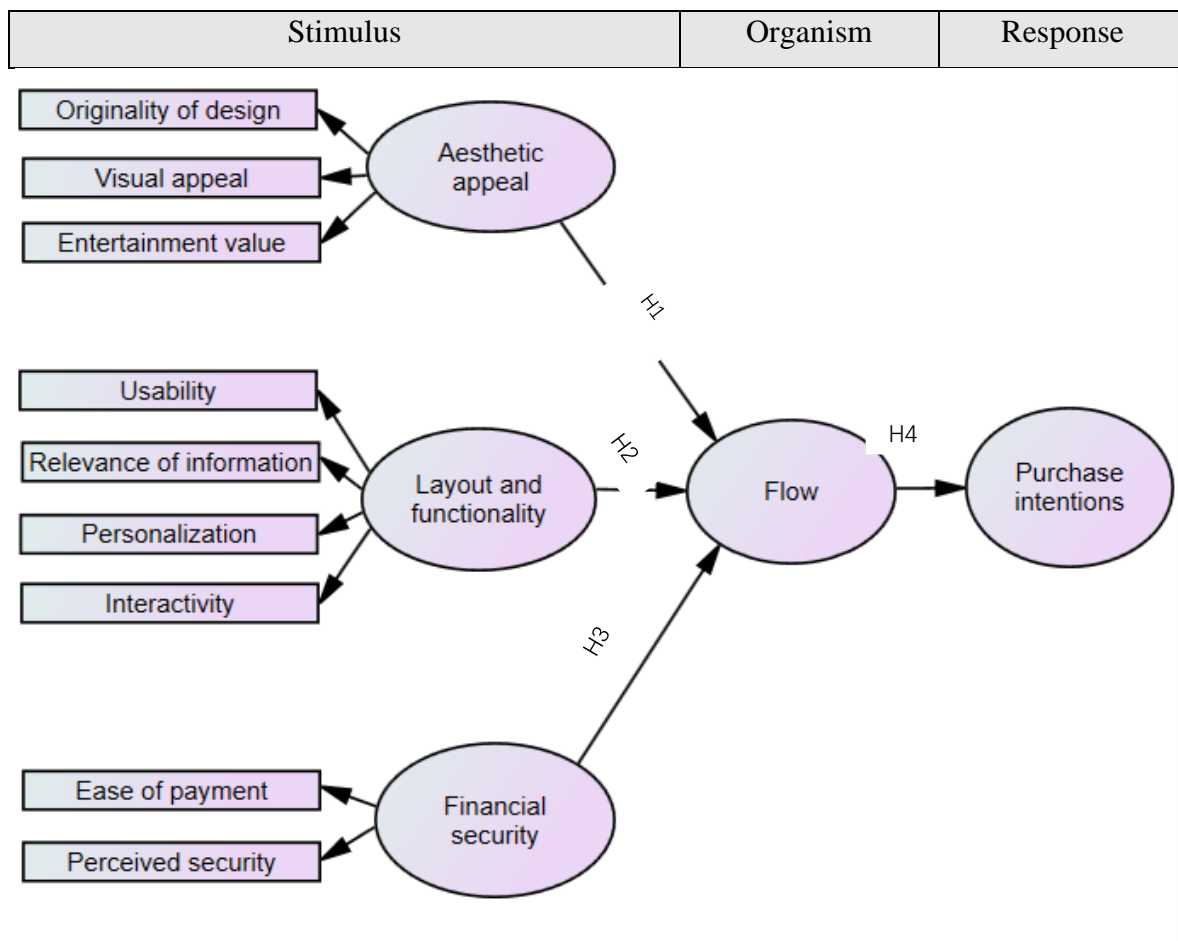
Our study is based on four theories and models. The first theory is the flow theory initiated by Csikszentmihalyi (1990) who first indicated the holistic experience of flow in his books. Once described, the experience of flow is easy to climbing enthusiasts, composers, and even Internet users. In this context (Stephenson, 1967) proposed the concept of flow built on the game theory of mass communication. He believed that the game was characterized by isolation, which made people immerse themselves in it without being interrupted by the outside world. Also (Trevino, 1992) studied the model regarding human-computer interactions when using e-mail and voice mail.

The second theory is the theory of planned behavior which is an extension of the theory of reasoned action (Martin Fishbein, 2010) made necessary by the limitations of the original model to deal with behaviors over which people have incomplete volitional control. As in the original theory of reasoned action, a central factor in the TPB is the individual's intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence the behavior; they indicate the effort that people are willing to make, the amount of effort they layout to exert, to perform the behavior.

The model proposed in this study is also based on Bitner (1992) model, which emphasizes the fact that the physical environment influences both consumers and employees, as each interacts with and responds to a given environment emotionally, cognitively, physiologically, and behaviorally. Thus, according to Bitner's (1992) model, when confronted with perceived global environmental dimensions, the consumer develops emotional, cognitive, and physiological reactions while reacting to other consumers and employees.

Finally, our conceptual model is based on Mehrabian and Russell's (1974) stimulus model, illustrating the occurrence of a person's response to environmental stimuli. Adopted from the theory of environmental psychology, Stimulus-Organism-Response (S-O-R) reveals that the environment is a stimulus (S), which consists of a set of signs that provoke an internal evaluation of someone (O) and then produces a response (R). (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994; Mehrabian & Russell, 1974). The original S-O-R model consists of three parts. The stimulus (S) from the individual's interaction environment. This stimulus influence his or her (internal) organismic states (O) which determines his or her responses (R), in the form of an attitude or behavior. However, the original S-O-R model considers only the internal emotional states, thus omitting the cognitive states. From these different hypotheses formulated, and the theoretical framework, we can propose the conceptual model of our research (figure 1)

Figure 1: The hypothetical model (ESFI) linking the e-servicescape, the flow and the purchase intention.



Source: Authors

3. Research Methodology

This second part focuses on the choice and description of the sample studied, the elaboration of the questionnaire and also on the statistical method chosen.

3.1. Measurement of the constructs

The main objective of our work is not the creation of a measurement instrument, but to test the role of e-servicescape elements on the consumer experience. Similarly, we note that in the literature, there are scales that are consistent with the context of our research. We finally retain 42 items for all the variables of the model, i.e. 36 items for the e-servicescape, 3 items for the flow, and 3 items for the purchase intention (Table 1). To measure most of the items, we chose the odd five-bar modality, ranging from "strongly disagree" to "strongly agree". Switching to neutral will help avoid the parity problem. For (Oliver, 1999), the lack of a neutral rung in the scale artificially favored positive results. The questionnaire also contains a section for socio-demographic data and a question about the frequently visited website. Next, we opted for a test of our questionnaire with a group of 14 people. Thanks to their feedback, we were able to make improvements, simplifications, modifications to some difficult-to-understand terms and questions as a result of their feedback. Finally, we had the completed version of our questionnaire.

Table 1: Measurement scales used

N°	Items	Dimensions	Sources	Variables
1	I find the design of the site very attractive and original.	Originality of design (OD) (4 items)	(Grewal, Lindsey-Mullikin and Munger, 2004 ; Harris and Goode, 2010),	First dimension of e-servicescape
2	I find the design of the site very respectful.			
3	I find the functionality of the site very complicated			
4	I find the design of the site very innovative and creative.			
5	Visually, I find the site very attractive Visual appeal	Visual appeal (AV) (4 items)	(Mathwick, Malhotra and Rigdon, 2002 ; Harris and Goode, 2010)	Aesthetic appeal (AA) (Independent variable)
6	The developers of the site do not use attractive graphics			
7	The way the site presents the products is attractive			
8	I liked the way the products were grouped too much			
9	I think this website is very entertaining	Entertainment value (VD) (4 items)	(Mathwick, Malhotra and Rigdon, 2002 ; Harris and Goode, 2010)	
10	I like the dynamism of the site			
11	I find this site more fun			
12	I like shopping on this website for fun, not just for the products I could buy there.			
13	There are tools to help me navigate this site	Usability (U) (7 items)	(Eroglu, Machleit and Davis, 2003 ; Harris and Goode, 2010)	Second dimension of
14	The links on this site are always functional.			
15	I adapt quickly with the navigational tools on this site.			
16	I am able to make purchases from this site without assistance.			
17	I can easily search this site			

18	In general, I find this site easy to use			e-servicescape Layout and functionality (LF) (Independent variable)
19	The features of this site are always up to date			
20	Each page of this site gives me the necessary information relevance of the information.	Relevance of information (PI) (4 items)		
21	Access to product information is easy.			
22	All relevant information is easily accessible .			
23	I can easily access technical information for the products sold.			
24	I feel that this site is made for me	Personalization (4 items)	(Abels, Domas and Karla, 1997 ; Harris and Goode, 2010)	
25	The services offered on this site meet my needs.			
26	I feel that the products offered on this site are personalised.			
27	This website makes purchase recommendations that meet my needs.			
28	This website allows me to view merchandise in different ways.	Interactivity (I) (3 items)	(Srinivasan, Anderson and Ponnayolu, 2002) (Harris and Goode, 2010)	
29	This website has a search tool that helps me find what I want.			
30	This website gives me the opportunity to compare prices of products.			
31	This site has an efficient payment process.	Ease of payment (FP) (3 items)	(Swaminathan, 1999 ; Harris and Goode, 2010)	Third dimension of e-servicescape Financial security
32	The payment process on this site is easy to use.			
33	The payment process on this site is accessible at all times.			
34	The payment process on this site is very secure.	Perceived security		
35	I don't find it risky to buy from this site.			

36	I have never had any security problems with this site.	(SP) (3 items)	(Bitner, 1992 ; Harris and Goode, 2010)	(independent variable)
37	When I browse this site, I feel totally seduced.		(Novak <i>and</i> <i>al.</i> , 2003 ; O’Cass and Carlson, 2010 ; Chen, Hsu and Lu, 2017)	Flow (F) 3 items (intermediate variable)
38	When I browse this site, time seems to pass very quickly.			
39	I am too addicted to this site.			
40	I intend to buy more products from this website in the next few years.		(Zeithaml, 1988), (Peng and Liang, 2013) (Ali, 2016)	Dependent variable Purchase intentions (PI) (3 items)
41	I consider this website as my first choice if I want to buy some products online.			
42	This website always offers great promotions and deals			

Source: Authors

3.2 Selection of the sample

Our selection includes national and international e-commerce sites that sell products or services to Moroccan consumers (BtoC). Indeed, in our study, the parent population includes all Moroccan visitors who made purchases on an e-commerce site. It is ideal to have a representative sample of the parent population, but because we cannot obtain an exhaustive and nominative list of the studied population, the probability sampling manhood was initially ruled out. Within the framework of our study, we chose to administer the questionnaire via the Internet, specifically social networks. This method allowed us to save time and target people who were interested in buying online. There were 498 responses received.

Table1: Demographic characteristics of respondents

Characteristics	Number	Percentages	Characteristics	Number	Percentages
<i>Gender</i>			<i>Age</i>		
Male	317	63,7	<i>Between 25 and 45</i>	232	46,6
Female	181	36,3	<i>Less than 25 years</i>	142	28,5
			<i>More than 45 years</i>	124	24,9
<i>Cities</i>			<i>Studies</i>		
Casablanca	180	36,1	Employee	169	33,9

Rabat-salé	74	14,8	Self-employed	131	26,3
Marrakech	34	6,8	Student	127	25,5
Others	210	42,1	No profession	71	14,3

Sources : Authors

3.2. Definition of the statistical analysis method used

The LISREL method allows for the specification, estimation, comparison, and evaluation of models to confirm a theory. As a result, model specification is a critical stage in the modeling process (Mourre, 2013). We chose Structural Equation Modelling (SEM) to test our theoretical model developed through our literature review, which uses various types of models to describe the relationships between the LISREL method allows for the specification, estimation, comparison, and evaluation of models to confirm a theory. As a result, model specification is a critical stage in the modeling process (Mourre, 2013) . We chose Structural Equation Modelling (SEM) to test our theoretical model developed through our literature review, which uses various types of models to describe the relationships between observed variables, with the same fundamental goal of providing a quantitative test of a theoretical model assumed by a researcher.

4. Results and discussion

4.1. Exploratory Factor Analysis

The exploratory factor analysis (EFA) method is used to purify measurement instruments and test their dimensionality. In other words, it enables the variables studied to be summarized in an iterative process for a small number of factors that provide a good representation of the construct and are easier to analyze. This is a critical step in enhancing the construct's validity and reliability (Gilbert A. Churchill, 1979). To that end, we chose principal component analysis (PCA). We attempted to extract the main factorial axes and retain only variables with a factorial contribution higher than 0.5 using this method. To evaluate the reliability of each construct, we used Cronbach's Alpha. However, before starting these steps, it was necessary to ensure, first of all, the factor ability of the data, to do this, two statistical tests are possible: the Kaiser-Meyer-Olkin test and Bartlett's sphericity test. The first test must be greater than 0.6 and the second must tend towards zero.

Since all communality-present values higher than 0.5 except «Q3 OD" and "Q6 AV," we observe a good quality of representation of the majority of the statements of variable aesthetic appeal. We will conduct a second analysis after removing these two items; the results will be satisfied because all of the commonalities are greater than 0.5. We see in this second analysis that the item Q10 VD is loaded in two dimensions. Then we proceed to remove this item from our analysis. As a result, a third analysis is performed on the aesthetic appeal variable, which contains 9 items. The results show a total explained variance of 65.80 percent, and the representation qualities improve by exceeding the recommended threshold of 0.5. Furthermore, the shape matrix demonstrates that the items of each variable load in one dimension.

Regarding the quality of representation of the eighteen items of the sand of variables of the layout and functionality, we notice that the items "Q13_U", "Q14_PI", Likewise, the items of the intermediate variable (flow) and the dependent variable (purchase intention) present representational quality (>0.5) and satisfactory factor scores (>0.7). Moreover, the level of the Kaiser-Meyer-Olkin index is acceptable for all the constructs of our model and the Bartlett test is significant. In terms of internal consistency, the high value of Cronbach's alpha for each construct attests to the ability of the scale items to measure the same construct stably.

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Table 2 Final results of the exploratory factorial analysis

Constructs	Dimensi ons	Items	Loading	Communalities	Alpha de Cronb ach	Total Variance Explaine d	Factorin g			
Aesthetic Appeal (AA)	1 (OD)	Q1_OD	,833	,706	,750	65,801 %	KMO = ,728 ; p < 0,001, ddl = 36, χ^2 = 1167,107			
		Q2_OD	,843	,657						
		Q4_OD	,757	,618						
	2 (AV)	Q5_AV	,744	,696	,662					
		Q7_AV	,767	,604						
		Q8_AV	,795	,584						
	3 (VD)	Q9_VD	,676	,568	,743					
		Q11_VD	,878	,796						
		Q12_VD	,867	,694						
	Layout and functionality (LF)	3 (U)	Q16_U	,887	,626			0,841	69,413 %	KMO = ,893 ; p < 0,001, ddl = 78, χ^2 = 2882,595
			Q17_U	,819	,681					
			Q18_U	,743	,711					
1 (PI)		Q20_PI	,826	,661	0,780					
		Q21_PI	,845	,749						
		Q22_PI	,864	,695						
		Q23_PI	,840	,614						
2 (P)		Q24_P	,627	,629	0,737					
		Q25_P	,628	,637						
		Q26_P	,972	,682						
		Q27_P	,631	,587						
4 (I)		Q28_I	,890	,866	0,863					
		Q29_I	1,016	,887						
Financial Security (FS)		2 (FP)	Q31_FP	,770	,754	,843	77,062	KMO = ,874 ; ddl = 15, χ^2 = 1638,411 p < 0,001,		
			Q32_FP	,806	,775					
	Q33_FP		,969	,790						
	1 (SP)	Q34_SP	,805	,780	,849					
		Q35_SP	1,000	,835						
		Q36_SP	,707	,689						

Flow (F)	Flow	Q37_EO	,826	,683	,724	66,73	KMO = ,692 ; $\chi^2=$ 345,543 ; ddl=3 : p < 0,001
		Q38_EO	,808	,653			
		Q39_EO	,816	,666			
Purchase intentions (PI)	IA	Q40_IA	,815	,664	,748	66,18	KMO = ,692 ; $\chi^2=$ 353,028 ; ddl=3:
		Q41_IA	,860	,740			
		Q42_IA	,763	,582			

Source: Authors

4.2. Confirmatory Factor Analysis

According to (Byrne, 2016), in structural equation modeling, two steps are used for testing the conceptual model: testing the measurement model and testing the structural model.

4.2.1. Measurement model test

We will now proceed to analyze the validity and reliability of our reflexive latent variables. Indeed, the Jöreskog Rhô of the two variables purchase intention (0.752) and flow (0.751) exceed the minimum threshold of 0.7 while the AVE is above the threshold of 0.5. Also, the standardized factor weights are above 0.5. In addition, each t-test (CR) in the model is greater than 1, 96. Therefore, the convergent validity of the construct is satisfied. Also, the analysis of the validity and reliability of all the e-servicescape variables shows that the reliability and convergent validity of the different constructs are confirmed.

Table 2: Convergent and discriminant reliability and validity

		CR	AVE	MSV	MaxR(H)	U	PI	P	I
PF	U	0,750	0,507	0,492	0,796	0,712			
	PI	0,828	0,616	0,568	0,834	0,701***	0,785		
	P	0,740	0,587	0,568	0,740	0,651***	0,754***	0,766	
	I	0,874	0,779	0,362	0,956	0,467***	0,550***	0,602***	0,883
		CR	AVE	MSV	MaxR(H)	OD	AV	VD	
AI	OD	0,754	0,507	0,226	0,763	0,712			
	AV	0,712	0,564	0,226	0,822	0,476***	0,751		
	VD	0,773	0,543	0,134	0,896	0,365***	0,216**	0,737	
		CR	AVE	MSV	MaxR(H)	FP	SP		
SF	FP	0,850	0,654	0,646	0,856	0,809			
	SP	0,869	0,690	0,646	0,887	0,804***	0,831		

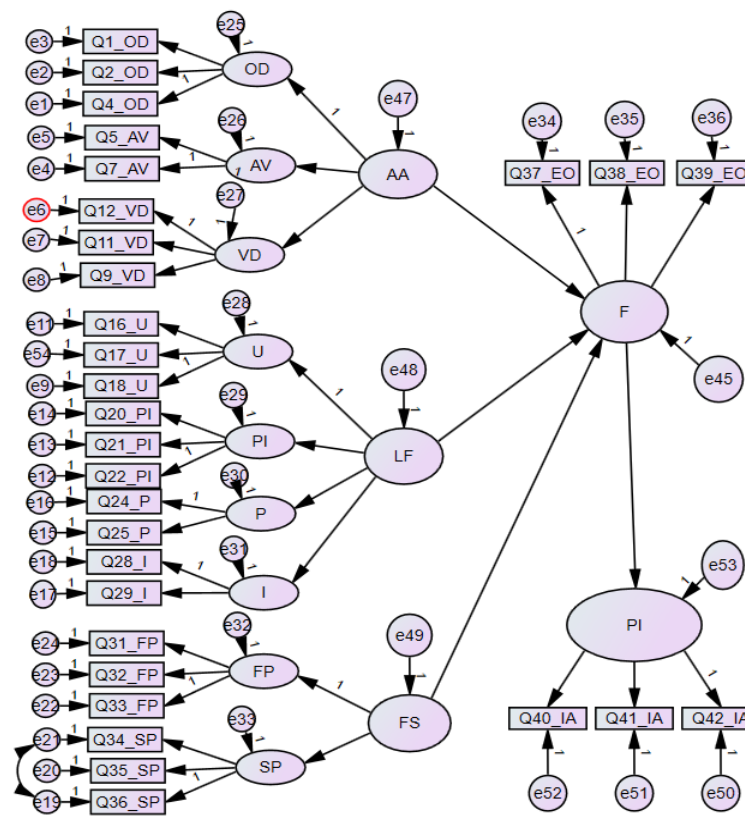
Source: Authors

4.2.2. Testing the hypotheses

Remember that the flow variable is a link between the three e-servicescape dimensions and purchase intentions. The conceptual model (ESFI) shown below (Figure 2) depicts the effects of the e-servicescape dimensions (ES) on flow (F), which is related to purchase intent (I). To understand the direct effect between constructs, this study used Amos 26 software to calculate regression coefficients. Validation of hypotheses about the relationships between latent

variables necessitates an examination of the standardized factor weights (loading estimate), as well as its significance level and (CR) values.

Figure 2: E-servicescape, flow and purchase intentions



Source: Authors

Table 3: Hypothesis Testing Results

Causal links	Standardised	S.E.	C.R.	P-value
H1: F<--- AA	,324***	,069	4,703	***
H2: F<--- LF	,808***	,086	10,905	***
H3: F<--- FS	,221***	,040	4,875	***
H4: PI<--- F	,771***	,077	9,421	***

Source: Authors

- From the table, we notice that the four hypotheses of the conceptual model are validated:
- Hypothesis H1 which presents the aesthetic appeal dimension of the e-servicescape has a positive influence on the flow is validated
 - Hypothesis H2 which presents the layout and functionality dimension of the e-servicescape has a positive influence on the flow is validated.
 - Hypothesis H3 which presents the financial security dimension of the e-servicescape has a positive influence on the flow is validated.
 - Hypothesis H4 which presents the dimension of flow has a positive influence on purchase intention is validated.

5. Discussion

The ultimate purpose of our research is to investigate the influence of the e-servicescape on the flow that is associated with the purchase intention of online customers in Morocco.

In the conceptual model (ESFI), the hypothesized relationship between the first e-servicescape dimension of aesthetic appeal and flow(H1) is supported by a positive coefficient of 0.324. This means that aesthetic appeal can indeed change the customers' sense of energetic focus and full engagement online. When they find the website attractive. For example, if customers find the design and visuals of an e-commerce site attractive and entertaining, these stimuli can positively influence the perception of the intangible elements of the experienced site's services.

Similarly, the discovery of a significant relationship (H2) between the second e-servicescape dimension, which is a website layout and functionality, and the flow is notable in this relationship is strongest with the flow in all three e-servicescape dimensions. Although these distinctions must be interpreted with caution, it is possible to assert that the layout and functionality are the most influential dimensions in the e-servicescape.

In line with many theoretical and empirical works in environmental psychology and marketing (Donovan *and al.*, 1994; Wakefield and Blodgett, 1996; Lin, 2004; Heesup Han and Kisang Ryu, 2009),, this paper emphasizes that the perception of the layout and functionality are very much related to affective perceptions in the individual, especially in a hedonic consumption situation and when the consumer spends more time on the website.

(H3) of the model focuses on the hypothetical link between online financial security evaluations and website flow. In this regard, it is argued that a critical aspect of evaluating online service metrics on consumers' interpretations and perceptions of websites and payment security systems. The hypothesized link (H3) between evaluations of online financial security and flow in a Moroccan e-commerce site is supported and validated by structural equation modeling (0.221 ***).

Although this is the weakest of the three e-servicescape dimensions in terms of association with online experience, the estimated standardized parameter is statistically significant. This finding lends credence to the contention of several commentators that consumers are more concerned about security issues in the online services environment than in offline contexts (e.g. Salisbury *and al.*, 2001 ; Meskaran, Ismail and Shanmugam, 2013). Flow is a critical consideration in the online shopping experience. We confirm the direct effects of the flow on purchase intention. The results of Amos 26 of the conceptual model (ESFI) analysis shows a coefficient of.771*** with a significant P-value.

This finding supports previous research on the online experience, which has shown that when consumers are immersed in the flow, they are more likely to purchase (e.g. Gao, Waechter and Bai, 2015 ; Ali, 2016 ; Chen, Hsu and Lu, 2017).. As a result, based on flow theory, this study develops a new perspective that demonstrates the importance of the flow on consumer behavior.

6. Conclusion

Several significant findings of this study indicate that, while many studies had investigated the servicescape in offline retail contexts, the concept of the servicescape had been largely ignored until recently (see Eroglu, Machleit and Davis, 2003 ; Koernig, 2003 ; Harris and Goode, 2010). As a result, an e-servicescape conceptual model was developed, which depicts online environments as having three dimensions. Following that, a survey of Moroccan online shoppers was conducted to assess the robustness of the hypothesized model (498). Our theoretical framework was confirmed by the analyses, which revealed strong links between the e-servicescape, the flow, and the purchase intentions in a website. Furthermore, the current theoretical contribution of this study stems from the successful operationalization of a comprehensive multi-item (42 total items), multi-scale (five scales), and multi-dimensional (three) e-servicescape measure. Although the e-servicescape has been measured in offline contexts before (e.g. Wakefield et Blodgett, 1996), these measures tend to use simple,

unidimensional, and very limited measures, whereas studies on the virtual environment have only recently developed (Wu *and al.*, sans date ; Hopkins *and al.*, 2009; Haperen, 2012 ; Wu, Quyen and Rivas, 2017).

The current study's findings confirmed the interdependence of the various research concepts. Although the S-O-R model's application to the online shopping environment is similar to that observed in most previous studies (Ettis, 2017; Hetharie, Hussein and Puspaningrum, 2019), some of the findings of this work can be used to provide a useful framework for further exploration of the virtual environment of e-commerce sites. Second, the findings of this study shed light on the connection between flow and purchase intention. This demonstrates the TPB's strength in explaining the impact of e-servicescape on the flow associated to make an online purchase.

Methodologically, we translated and adapted measurement scales developed in a different context but never empirically tested in the Moroccan context. These scales have been purified to ensure their reliability, making them appropriate for the context of our studies and, as a result, usable in the future for similar work.

From a managerial perspective, this study demonstrates to managers, marketers, and developers that all dimensional elements of the e-servicescape should be prominently reported, as our study emphasizes the role of functional and experiential aspects in shaping consumer behavior. In other words, this study encourages vendors to concentrate on the e-servicescape dimensions and sub-dimensions that influence effective websites. From the seller's perspective, such an impact leads to insensitive marketing decisions, either to recoup their profits or to retain their customers by lowering their price or profit margin to the point of reducing technology investments.

This impact, however, could be mitigated if a sound marketing strategy was developed to attract prospects to shopping websites by providing a richer shopping experience based on the e-servicescape dimensions that attract online shoppers. The results and contributions of this study are limited by the narrow range of service variables included in the research. One avenue of research to explore refers to the consideration of other variables, part of the same network as flows, such as satisfaction and perceived value, two variables whose relationship with behavioral intention is debated in many marketing studies in general. We can also propose to complete the model by incorporating other variables not related to the virtual environment, such as the quality of the product, the price and location of the service provider, and the delivery time.

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