DIGITAL PRODUCT PRESENTATION IMPACT AND MEDIATION EFFECT ON REPURCHASE OF ONLINE PRODUCTS

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Abstract
Company growth depends on expansion of market share with proper digital marketing strategies. Digital product presentation is the key concept adding value in digital marketing strategies & created a platform for organizations to display their products and position effectively in the customers mind. An online customer purchase intension varies depends on appeal like CSA-Colour Scheme Appealing, PA-Product   Application, GP-Good Photography. The enhancement of market share of online companies depends on the acceptance level and repurchase of products by online customer, which depends on effective presentation of digital products on the websites or any digital platforms. The study is conducted to analyse the digital product presentation factors and their influence on enhancement of market share through Repurchase behavior of online customers. Also, mediation effect of Good Photography between CSA – Colour Scheme Appealing and Repurchase (RP) behaviour of online customers. Online survey carried which includes 420 respondents' responses who were selected through convenience sampling and judgement sampling. The data were analysed using PLS SEM analysis to identify the influencing factors and mediation effect followed by results were discussed.

Keywords:Digital product presentation, Product Application, Good Photography, Color Scheme appealing, Repurchase.

Introduction
The advancement of technology made the company marketing strategies to relook on digital touch for their product presentation. Online presentation of products through digital media has changed the online customer purchase behavior. Advancements in Information and Communication Technologies (ICTs) and digitalisation of business processes are changing the ways by which the processes and activities of any business organisation to be performed. The Automation along with uses of Artificial Intelligence (AI) techniques are further refining the process of product designing, manufacturing and presentation. The digital marketing strategies are mandatory for any start-ups or existing organizations to relook on practicing strategies.

Digital Product Presentation
"Innovation with new items" and its "digital product presentation" for client retention is an important part of increasing market share in the era of competition. To be competitive in the market, businesses must study and execute innovative methods. Although all innovative approaches may not be profitable and risky with uncertain outcomes, digital technologies are introducing cost-effective ways for product design and development experimentation.

Literature Review

The present marketing environment has been complex and dynamic in nature, warranting innovative ways for marketers to advertise their products and reach the intended consumer. The rise of ecommerce has transformed consumers' shopping experience as consumers take to digital devices such as mobiles and computers to make their purchases. E-commerce sales are expected to surpass offline sales in the coming few years. This is due to the numerous benefits offered in digital presentation of products, such as picture quality, availability of product information, audio and video presentation, website design and navigation, and 3D views. Digital product presentation can be referred to as product presentation specific for e-commerce, consisting of product images, product descriptions, video and audio suited to different devices such as mobile and computers, thus adjusting the images to different sizes (M Kim, 2019).

Considering the consumer perspective, this technique helps them to gauge the usability of product before actual purchase is made. In other words, it helps them to analyze the product in real scenario (Mohan Kumar S & et.al, 2019). Owing to its advantages the concept of digital product presentation has been welcomed with zeal across the different sectors and industries. DPP is expected to grow by 76% in coming five years and has been expected to cross the mark of 100 billion USD by year 2021 (L Morvan& et. al., 2016).

DPP helps companies digitally demonstrate their product, its quality, design, and the wide range of functionalities. The customer can gain the real time experience since it enables them to see or feel the product. Certain companies have been making use of the technology to develop working prototypes through which they can test new models and features. In the food industry, DPP facilitates companies to present their customers with visual menu experience. DPP helps making videos more realistic and provides 360-degree experience, thus letting marketers to solidify their presence (J Chen, Z Zhu, 2017).

Digital product presentation through the usage of virtual reality and augmented reality has helped the industries to introduce the consumer to new spectrum of shopping experience. It has enabled them to merge their perception along with virtual world so as to develop the product based on their individual specifications and also analyze how product works before making the purchase (S Alghamdi and C Bach, 2014).

There are over 64 million MSMEs in India presently (V Rastogi, 2020), accounting for 6.11% of India's Gross Domestic Product (GDP) in manufacturing and 24.63% in services sector (CII, 2020). These industries, despite tremendous potential lack the mechanisms, knowledge, and other resources to integrated DPP in their business process. It it's beneficial to find out how DPP technology can be harnessed in this sector to maximise their market presence. Therefore, the main aim of study is to present a framework for seamless integration of digital product presentation in MSMEs to enhance their market share.

The goal of companies using DPP is to deliver an enriched online shopping experience reducing perceived risk of the product, foster brand loyalty, increase sales and enhance market share (H. Lee, J Kim, 2010). When it comes to enhancing market share, engaging consumer is the topmost priority of businesses. This calls for marketers to continuously look for better solutions to package their product and services. Due to this India has witnessed significant proliferation in start-ups using digital product presentation, virtual reality, and augmented reality. This includes 170 start-ups out of which 60% have been formed in last two years (D Palacios-Marqués & et.al., 2015).

Color's impact on preferences has piqued psychologists' curiosity for a long time (Goldberg et al., 2002). "Colours are recognised to have emotional and psychological qualities," says the author. (Lichtle, 2007, p. 91) and have the ability to transmit commercial meaning through the design of products, services, packaging, and the Internet. Color has long been recognised as a powerful tool in business branding, whether for logos or displays (Lui et al., 2004; Rivard and Huff, 1988).

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The literature review and the information from various online platforms, discussion on digital platforms, personal interaction with experts, and pilot study on digital product presentation practices by organizations are able to develop new constructs with innovative practices and data gathered from all possible modes. The study is conducted to analyze the relationship between digital product presentation applications towards enhancement of market share of organization based on repurchase behavior of online customers.

Conceptual Model
Based on literature the conceptual model is developed to study the relationship among identified variables, i.e. to study the relationship between Good photography, Product applications, Color scheme appealing, and repurchase.
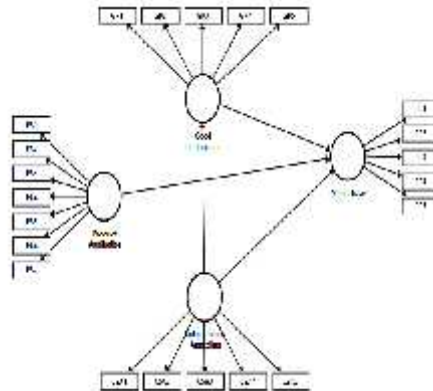
Fig.1: Conceptual model showing relationship between Product Application, Good Photography, Colour scheme appealing towards Repurchase of online products

Need of the study
Digital Product Presentation applications are appearing in the form of convincing the online customer and retain them for long-term business relationship. But which appeals of application are attracting customers, which is having more significant impact, may help the digital marketing companies to focus on the online customer behavior. Hence study is carried to analyze the impact of Good Photography, Product Application, and Color Scheme Appealing towards Repurchase behavior on online customers.

Objectives
- To identify the impact of Product application, color scheme appealing, good photography towards repurchase of online products.
- To analyze the mediating impact of Good photography on the relationship between color scheme appealing and repurchase of online products.

Research Design: Exploratory and descriptive research methodology was used in the research.

Sampling design: Sampling unit: online product purchasers.

Sampling procedure: Convenience sampling method under non-probability method is adopted.

Sample size: $n = \frac{z^2 \sigma^2}{H^2}$ with 95% confidence level and 0.05 level of significance. As per the sample size calculation, the highest sample size obtained is 408; therefore, the survey was conducted for 420 respondents. During online survey is conducted for 730 respondents, where 510 responses were received. After qualifying the filled questionnaire, 420 responses were retaining for data analysis.

Data Collection: Primary data was collected using personal interview and online survey method. Secondary data collected from journals, magazines, and websites.

Statistical Tool and Software: Descriptive statistics and Structural Equation Model developed and analyzed using PLS – SEM Software.

Data Analysis and Interpretation
Reliability Results
Internal reliability of the scale was examined using the Cronbach alpha coefficients. A measure of construct reliability was computed for each dimension. . The alpha coefficients for customer opinion towards variables of CSA, PA, GP and RP are   0.845, 0.846, 0.896, and 0.810respectively. The alpha coefficient for customer opinion towards Features of online product purchase items measuring the dimensions appear to be sufficiently reliable.

Table 1: Reliability values of factors of DPP

SL. NO.	FACTORS	No. Of Respondents	NO. OF ITEMS	CRONBACH ALPHA
1	CSA	420	5	0.845
2	PA	420	7	0.846
3	GP	420	5	0.896
4	RP	420	4	0.810

Structural Equation Model using SMART-PLS
Structural equation modelling is used in research as it has the ability to test the theoretical
Constructs which are complex. Partial least square based structural equation model is used to a larger extent in the recent times after the development of software named SMART-PLS by Ringleet al. (2005). The major advantage of this software is that, results can be obtained using a smaller sample size (Benaroch, Lichtenstein, & Robinson, 2006) which is difficult in co-variance based structural equation model software. Using SMART-PLS, along with the model testing, reliability and validity of the instruments can be checked. In this study the constructs namely Colour Scheme Appealing (CSA), Product Application (PA), Good Photography (GP) and Enhancement of Market share based on Repurchase (RP) were used in the model.

Impact of Applications of Digital Product Presentation in the form of CSA, PA and GP on Enhancement of Market share based on Repurchase (RP).
The influence of the drivers: Colour Scheme Appealing (CSA), Product Application (PA), and Good Photography (GP) on Enhancement of Market share based on Repurchase (RP) were studied using PLS SEM analysis. From this study the impact of drivers on the Enhancement of Market share based on Repurchase (RP)can be studied are shown below.

Hypothesis statements
H01: There is no positive influence of Colour Scheme Appealing (CSA)on Enhancement of Market share based on Repurchase of online products.
H02: There is no positive influence of Product Application (PA) on Enhancement of Market share based on Repurchase of online products.
H03: There is no positive influence of Good Photography (GP) on Enhancement of Market share based on Repurchase of online products.
H04: There is no mediation effect of Good Photography on the relationship between Color scheme appealing and Repurchase of online products

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Fig. 2: PLS SEM Evaluation of Measurement Model for Digital Product presentation applications towards Repurchase of online products
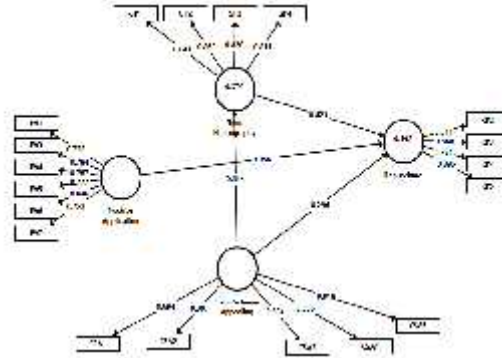
Note: CDGI-Clear Display and Great Images, CSA-Colour Scheme Appealing, PA-Product Application, HQGI-High Quality and Great Images, GP-Good Photography and High Conversion Rate of Prospectus (HCRP).

Table 2 : Digital Product Presentation Factor names

Construct name	Indicator code	Name of Indicators
Color Scheme Appealing (CSA)	CSA1	Background color of the product in the online stores makes us to select the product.
	CSA2	Closer display of the real Product color in the online stores makes us to select the product.
	CSA3	Product real package display of all colors available in the online stores makes us to select the product.
	CSA4	Display of all colors in which product is sold in the online stores makes us to select the product.
	CSA5	Display of all colors of the product package in the online stores makes us to select the product.
Product Application (PA)	PA1	Use of product is clearly narrated along with the product display in the online stores which makes us to select the product.
	PA3	Display of warranty of products makes us to select the product.
	PA4	Display of guarantee of products makes us to select the product.
	PA5	Display of Information about the Benefits of product application makes us to select the product.
	PA6	Display of Information about the Utility of the product makes us to select the product.
	PA7	Good resolution of images of the product in the online stores makes us to select the product.
Good Photography(GP)	GP1	I can find product design displayed is convenient to my mind
	GP2	Need of target audience is taken care in the display.
	GP3	All the perspectives of target audience are well constructed in the display.
	GP4	Tracking my favorite product displayed by the company Influences me to purchase the product.
Repurchase(RP)	RP2	I make most of my purchases online due to its presentation.
	RP3	Due to digital product display most of my friends prefer to purchase through online.
	RP4	Due to digital product display most of my relatives make online purchase.
	RP5	Due to digital product display most of my colleagues make online purchase.

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Table 3: PLS SEM **Reliability, Internal Consistency and Convergent Validity for HCRP**

First-order Construct	Items	Outer Loadings	Reliability	AVE	Composite Reliability
CSA	CSA1	0.694	0.851	0.629	0.894
	CSA2	0.807			
	CSA3	0.834			
	CSA4	0.805			
	CSA5	0.818			
PA	PA1	0.732	0.876	0.617	0.906
	PA3	0.784			
	PA4	0.787			
	PA5	0.777			
	PA6	0.846			
	PA7	0.783			
GP	GP1	0.841	0.853	0.694	0.901
	GP2	0.86			
	GP3	0.82			
	GP4	0.811			
RP	RP2	0.811	0.889	0.75	0.923
	RP3	0.88			
	RP4	0.876			
	RP5	0.896			

Reliability of digital product presentation applications on RP
Reliability values are assessed based on Cronbach Alpha value as part of output in PLS SEM. The values found above 0.7 are highly reliable and assuring the further statistical calculations of data. In the present study the reliability values are ranging from 0.851 to 0.889, which are highly reliable.

Internal Consistency of digital product presentation applications on RP
Internal consistency of the constructs can be referred from the Composite reliability values. The Composite reliability score is ranging between 0.894 to 0.923 which is very well above the cut off Value of 0.70. Hence, we can conclude that, there is no issues' relating to internal consistency.

Convergent Validity of digital product presentation applications on RP
Convergent validity can be assessed by looking at the outer loadings score and the AVE. Variables with very less outer loadings which affects the AVE and composite reliability were deleted. The AVE value for the constructs ranges between 0.617 to 0.750 which is above the cut-off value of 0.5 as suggested by Hair et al. (2014). Hence the constructs do not have any convergent validity issues.

Discriminant validity of digital product presentation applications on Repurchase of online products

Table 4: Outer Loadings

	Color Scheme Appealing	Good Photography	Product Application	Repurchase
CSA1	**0.694**	0.403	0.433	0.456
CSA2	**0.807**	0.518	0.626	0.512
CSA3	**0.834**	0.521	0.592	0.454

CSA4	**0.805**	0.466	0.59	0.479
CSA5	**0.818**	0.515	0.632	0.493
GP1	0.517	**0.841**	0.528	0.555
GP2	0.507	**0.86**	0.558	0.541
GP3	0.508	**0.82**	0.551	0.557
GP4	0.513	**0.811**	0.615	0.512
PA1	0.599	0.526	**0.732**	0.445
PA3	0.54	0.468	**0.784**	0.405
PA4	0.51	0.527	**0.787**	0.395
PA5	0.499	0.552	**0.777**	0.375
PA6	0.601	0.57	**0.846**	0.527
PA7	0.657	0.534	**0.783**	0.494
RP2	0.512	0.578	0.421	**0.811**
RP3	0.553	0.576	0.549	**0.88**
RP4	0.487	0.53	0.494	**0.876**
RP5	0.536	0.565	0.5	**0.896**

Table 5 : Fronell & Larcker Criterion

	CSA	GP	RP	PA
CSA	**0.793**			
GP	0.614	**0.833**		
RP	0.729	0.675	**0.786**	
PA	0.604	0.65	0.568	**0.866**

Table 6 : Heterotrait - Monotrait Ratio (HTMT)

	Color Scheme Appealing	Good Photography	Product Application
Color Scheme Appealing			
Good Photography	0.718		
Product Application	0.833	0.781	
Repurchase	0.694	0.745	0.634

As suggested by Hair et al. (2014), discriminant validity was checked on three grounds. First with respect to the outer loadings it can be noted from the cross loadings table that, the items got loaded on the respective constructs there by confirming the absence of discriminant validity issue. The second approach is made by comparing the square root of AVE with the constructs as suggested by Fronell & Larcker (1981). The square root of AVE represented across the diagonal must be higher than the corresponding latent variables in the respective row and column. Hence, we can state that there were no discriminant validity issues. Third is based on HTMT Ratio analysis. In this analysis, all the correlation values should be less than 0.9, which assures good discriminant validity.

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Model Fit Analysis
Table 7: Model Fit (Dpp On Rp)

	Criteria	Saturated Model	Estimated Model
Standardized Root Mean Square Residual (SRMR)	<0.10 or <0.08	0.059	0.082
NFI	values between 0 and 1. The closer the NFI to 1, the better the fit. NFI values above 0.9 usually represent acceptable fit	0.866	0.857
RMS_theta	below 0.12 indicate a well-fitting model	0.11	0.10

Smart PLS fit measures used to assess the goodness of fit model and analysed based on SRMR, NFI and RMS theta values. Standardized Root Mean Square Residual (SRMR) value should be less than 0.10 (<0.10) or less than 0.08(<0.08), assures a good model fit. In present model the SRMRvalue is 0.06 < 0.08 assures model fit.

NFI defined as 1 minus the Chi² value of the proposed model divided by the Chi² values of the null model. Consequently, the NFI results in values between 0 and 1. The closer the NFI to 1, the better the fit. NFI values above 0.9 usually represent acceptable fit. In the present model NFI is 0.857 which is close to 1 and shows acceptable fit.

RMS_theta values below 0.12 indicate a well-fitting model, whereas higher values indicate a lack of fit (Hensley et al., 2014). In the present model the rms theta value is 0.10< 0.12 ensures the model fit.

From the above criteria fulfilment, it is ensuring that Digital Product presentation influence on Return Purchase model is fit for further analysis and interpretation.

PLS – SEM Evaluating Structure Model
Fig.3: PLS SEM Evaluating Structural Model for Repurchase behavior for online products by online customers
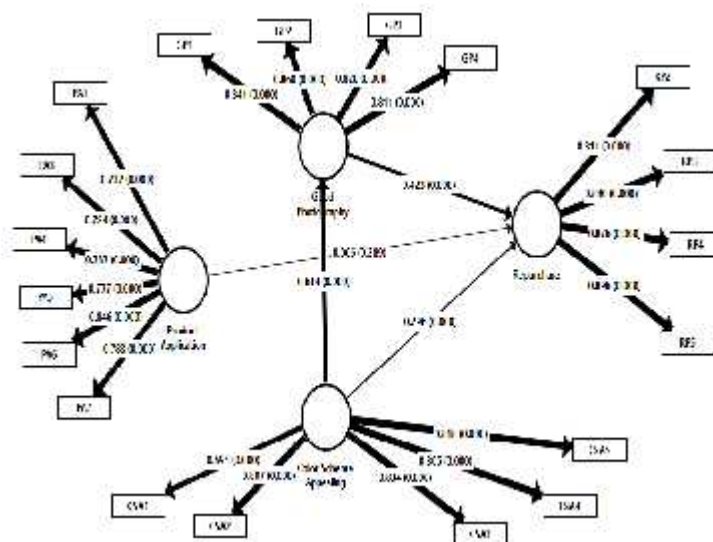
Note: **CSA-Colour Scheme Appealing, PA-Product Application, GP-Good Photography and Repurchase (RP).**

Indicator Outerloadings

It analyses the significant influence of indicators towards respective factors, based on P value and T statistics which should be more than 1.96.

Table 8 : Outer Loadings Of Indicators Towards Factor

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CSA1 <- Color Scheme Appealing	0.694	0.693	0.037	18.858	0.00
CSA2 <- Color Scheme Appealing	0.807	0.807	0.023	35.262	0.00
CSA3 <- Color Scheme Appealing	0.834	0.833	0.022	38.247	0.00
CSA4 <- Color Scheme Appealing	0.805	0.804	0.022	36.789	0.00
CSA5 <- Color Scheme Appealing	0.818	0.818	0.019	44.149	0.00
GP1 <- Good Photography	0.841	0.841	0.021	40.229	0.00
GP2 <- Good Photography	0.86	0.86	0.018	48.91	0.00
GP3 <- Good Photography	0.82	0.82	0.022	37.98	0.00
GP4 <- Good Photography	0.811	0.81	0.027	29.616	0.00
PA1 <- Product Application	0.732	0.732	0.032	22.608	0.00
PA3 <- Product Application	0.784	0.783	0.025	31.731	0.00
PA4 <- Product Application	0.787	0.787	0.027	28.659	0.00
PA5 <- Product Application	0.777	0.777	0.026	30.094	0.00
PA6 <- Product Application	0.846	0.846	0.017	50.442	0.00
PA7 <- Product Application	0.783	0.782	0.025	31.138	0.00
RP2 <- Repurchase	0.811	0.811	0.024	33.539	0.00
RP3 <- Repurchase	0.88	0.881	0.015	59.373	0.00
RP4 <- Repurchase	0.876	0.876	0.018	49.147	0.00
RP5 <- Repurchase	0.896	0.895	0.014	62.183	0.00

From the above table it is found that all 'P' values are less than 0.05 i.e. they are significant at 5% and also all indicators T statistic value is more than 1.96, assures that all are significantly influencing and formulating factors.

Collinearity Analysis

Higher values of Variance Inflation Factor (VIF) are associated with multicollinearity. If VIF>**5**, there is collinearity, and you cannot go for regression analysis. If it is <5, there is nocollinearity and is acceptable. A value less than 10 is an indicative value, but the most preferable are value that lies between 1 and 3 or 3.5. The generally accepted cut-off for VIF is **2.5**, with higher values denoting levels of multicollinearity that could negatively impact the regression model.

Table 9: VIF Values of DPP

OUTER VIF VALUES			
	VIF		VIF
CSA1	1.44	RP2	1.807
CSA2	1.855	RP3	2.6

INNER VIF ALUES	
CSA-RP	2.265
GP-RP	1.953
PA-RP	2.59

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CSA3	2.11	RP4	2.631
CSA4	1.942	RP5	2.916
CSA5	2.027	PA1	1.587
GP1	2.073	PA3	2.149
GP2	2.269	PA4	2.194
GP3	1.82	PA5	1.968
GP4	1.798	PA6	2.349
		PA7	1.8

From both Inner VIF and Outer VIF values which are less than 5 and also values are lies b/w 1 to 3.0, assures that there is no collinearity issues found.

Path Significance Analysis

Table 10 :PLS SEM T-value /significant value for RP

	Original Sample(O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Path Coefficient
Color Scheme Appealing -> Good Photography	0.614	0.616	0.041	15.126	0.00*	0.614
Color Scheme Appealing -> Repurchase	0.296	0.293	0.069	4.264	0.00*	0.296
Good Photography -> Repurchase	0.423	0.424	0.059	7.117	0.00*	0.423
Product Application -> Repurchase	0.066	0.07	0.063	1.06	0.289[ns]	0.066
Note: * t-value significant at 5% level; ns= not significant.						

Note: CSA-Colour Scheme Appealing, PA-Product Application, GP-Good Photography and RP - Repurchase

The above table shows the t-value which is represented for the structural (inner) model. Through bootstrapping with 5000 samples, where sub-samples were derived from the actual sample, which provides the respective t-test results for accepting or rejecting the structural path. The significance was referred at 5% level, where the calculated t-value, should be above critical t-values of 1.96.

The paths between CSA ->GP, CSA ->RP, and GP ->RP were found to be significant, whereas the other path PA -> RPis non-significant. The path co-efficient value for each path is represented, out of which the three significant paths stated earlier has path co-efficient values as 0.614, 0.296 and 0.423.

Table 11 : Path Significant Analysis (Specific Indirect Effect)					
	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**
Color Scheme Appealing -> Good Photography -> Repurchase	0.26	0.262	0.044	5.954	0.00

The mediating effect of GP between CSA and RP is found significant. That means Good Photography is having positive impact as mediator between color schemes appealing and repurchase.

Discussion

Market share of company depends on how customers responding to the company digital marketing strategies, making to convince the online customer to purchase the online products. Enhancement of market share includes the strategy of company digital marketing efforts made with various digital marketing product presentation appeals. Each mode of appeal has own impact, ultimately to enhance the market share of the organization. In the present study Product Application (PA) not influencing the enhancement of market share based on Repurchase. It means the digital products presentation covering Product application not having that much appeal in converting the repurchase mindset of online customers. This may be due chance of error from the respondents and fails to reject alternate hypothesis. But it is showing that companies should seriously rethink on their Product application appealing. Also it is found that Good Photography and Color Scheme Appealing (CSA) are showing significant influence on repurchase (RP) of online products. That means representation of products on digital platform must focus of screening the good photography before uploading in the digital presentation, Color scheme appealing helps to enhance the efficiency of product presentation. These are able to attract more no. of customers, converting the prospects to real customer are all depends on representation of product applications too. Hence organizations rethink of digital product presentation platforms which are more effective, such a way can create the customer defined service standards to enhance the market share.

Conclusion

To sustain in the industry, company must relook on marketing strategies, in terms of digital marketing product presentation. It includes the enhancement of market share, where company want to assess the degree of customer response towards the digital marketing product presentation. It is found that Good Photography, and Color scheme appealing are significantly enhancing the market share of digital company in terms of influencing the repurchase of online products behavior of online customers, but they should relook on product application rigorously. Also based on mediation effect analysis it is found that Good Photography efficiency can be further enhanced with proper strategy of Color scheme which increases the repurchase behavior of customers.

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