The impact of Call-to-Actions contents on sales performance in Vietnamese e-commerce platforms

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Abstract: *In Vietnam, a low conversion rate in e-commerce businesses has been identified as a key concern. Despite several efforts to integrate Call-to-Action Contents, the real number of customers remains low when compared to the total number of visits on high traffic e-commerce sites. As a result, the study intends to examine the roots of the problem and to offer potential remedies using a novel research methodology.*

Keywords: *Content marketing, Call-To-Actions Content, Sale Performance, Sale Performance in e-commerce, Resource-based view model*

1. Introduction

1.1 Background of the study

Call-to-Actions content, also known as CTA, can be defined as a kind of web content, which is utilized to convert the status of web users to a higher level that is closer to the consumer (Georgieva, 2019). Speaking of information technology side, CTA could be categorized in the process of developing UI (Hui & See, 2015), UX (Kim, Jo, & Ha, 2011) with the purpose of enhancing users' experience in a website or web app. Regarding business view, CTA is one of primary components when designing content marketing strategy (Du Plessis, 2017) for online businesses.

Previous empirical studies have proven that sales performance in e-commerce could be understood in different ways, including: looking at sales revenue of a company (Lee, Son, & Suh, 2010), (Li, Fang, Wang, Lim, & Liang, 2015); measuring annual monetary value of brand equity (Estrella-Ramón, García-de-Frutos, Ortega-Egea, & Segovia-López, 2019); exploring purchasing intention of online buyers (Lin, Wang, & Hajli, 2019); or focusing on consumer spending in e-commerce platforms (Yang et al., 2019), etc.

Regarding the relationship between CTA and sales performance in online environment, it has been agreed that CTA can generate higher website conversion and acquisition (Chen, Yeh, & Chang, 2018); affect recognition and consequent behaviors (Hernandez & Resnick, 2013); or stimulate buying behavior (Handayani, Purwandari, Solichah, & Prima, 2018). Thus, it could be said that there would be a connection between CTA and sales performance of e-retailers in different kinds of e-commerce infrastructure.

1.2 Research problem

First at all, it is evident that there are too many visitors in e-commerce sites. According to the data conducted from the Statista organization (Sabanoglu, 2021), the maximum conversion rate of online shoppers around the world was only 3.23% in the period from Q2, 2018 to Q2, 2019 (Fig. 1). This means that those Internet sellers had to serve 96.77% of their users for free, leading to high operational cost in their websites. In other words, CTA in these trading platforms did not work effectively.

Another negative problem in utilizing CTA is the lack of a comprehensive guide in content management. In particular, there is only one accepted CTA related journal (Chen et al., 2018). This is the result of the fact that most of researches on web content are mainly focused on Firm Generate Content (Liang et al., 2020), (Lim et al.,2012) and User Generated Content (Hill et al., 2019), (Estrella-Ramon et al., 2019).

Figure 1. Conversion rate of online shoppers worldwide as of 2nd quarter 2019
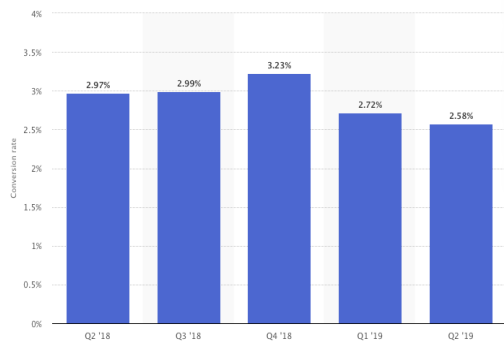
Source: (Sabanoglu, 2020)

According to a statistic (Liu & Wang, 2020), by the end of 2019, the number of websites developed by Content Management System (CMS for short), has exceeded 1.2 billion, accounted for about 70.59% of the total amount of active websites at that time (Alassaf et al., 2014). This means that lots of web owners shared the same functions provided by current CMS software. In other words, online clients would 'consume' similar CTAs when visiting e-commerce sites., Based on the marginal benefits theory (Welch, P. J., & Welch, 2016), the effectiveness of CTAs would reduce in such context.

1.3 Research questions and objectives

Aligning with identified issues, relevant questions and objectives are developed and presented as follow

- Question 1. Which factors of CTA content significantly affect the sales performance of Vietnam e-commerce corporations?

+ **Objective 1:** to determine the importance of CTA for the Vietnam e-commerce suppliers.

+ **Objective 2:** to discover essential factors that affect the sales performance of e-commerce sellers.

- Question 2. How is the relationship between the nature of CTA content and sales performance in Vietnam?

+ **Objective 3:** to find out the impact's degree of each CTA's dimension on e-commerce sales performance.

+ **Objective 4:** to examine the relationship between the nature of CTA content and sales performance in the Vietnam e-commerce industry.

- Question 3. How is the process of implementing CTA for Vietnam e-commerce business?

+ **Objective 5:** to find out the suitable dimensions of CTA in e-commerce for Vietnam corporations.

2. Significant of the study
2.1 Theoretical Contributions

This research, based on previous work in other countries, opens up new possibilities for e-commerce companies and businesses that sell via the Internet, such as business owners looking to improve their performance. Additionally, the author will suggest a dependable method for serving all industries, including service industries such as mine, that will aid in achieving business objectives through CTA solutions.

2.2 Managerial Contributions

An important omission in this study is that has occurred with regard to the implications for e-commerce organizations that implement a CTA strategy across their various operations. To assist managers in interpreting the CTA and organizational performance, this research may have provided them with information about the ways to understand their interrelationship. This study can be used to provide more information for businesspeople who practice in Vietnam on the subject of e-commerce about how to be more effective and attractive in their services online.

3. Literature review
3.1 Introduction

Because of the lack of CTA journals, the document would focus on the broader concept of CTA which is online content to collect necessary information relating to the title. Thus, the structure of this part is organized as follows.

- Explain different contents and their usage in e-commerce

- Find out approaches which are being applied to measure sales performance in e-commerce
- Identify factors affecting sales performance in e-commerce
- Explore the connection between content and sales performance in e-commerce
- Find out relevant theories which could be used when developing our conceptual model

3.2 Content in e-commerce

3.2.1 Marketer generated content

In general, marketer-generated content (MGC) or firm-generated content (FGC), which is defined as content created by marketers to promote their products or services or to engage consumers in activity (Liang et al., 2020, as previously noted in published literatures. For example, (Colicev et al., 2019) built up a model to observe the relationship between MGC and stages of the marketing funnel, or (Yang et al., 2019) explored the bipolar influence of MGC on consumers' behavior.

3.2.2 User generated content

User Generated Content (UGC) is defined as content created by users of a brand (Tirunillai & Tellis, 2012). For instance, we could identify UGC in social media platforms such as video uploaded by YouTube users; post, comment in Facebook; or product reviews in e-commerce platforms. In the academic area, there has been a number of studies relating to UGC, including (Flanagin et al., 2014), (Fu et al., 2018), (Hill et al., 2019), (Li et al., 2020), (Mohammad et al., 2020).

3.2.3 Call-to-Actions content

As declared earlier, CTA can be any kind of web content, which is utilized to convert the status of web user to a higher level that is closer to consumer (Georgieva, 2019). Based on the definition of MGC and UGC, CTA could be a member of either of the two content sets. Taking 'buy now' button as an example, if marketers develop this CTA by adding positive reviews about the product, the web component would become a mix of MGC and UGC.

3.3 Sales performance in e-commerce

3.3.1 Sales performance measurement methods in e-commerce

3.3.1.1 From the seller side

One of useful approach in this group is looking at indicators relating seller's revenue. In a study, (Lee et al., 2010) identified that the performance of sellers in online marketplaces could be evaluated using three closely related performance indicators (PFM1-3): the monetary value of sales (i.e., sales revenue), the number of orders, and the sales volume in terms of units sold. Daily revenue over a month (Li et al., 2015), the amount of quantity ordered for each deal (Lee et al., 2015) were also regarded as sales performance signals in e-commerce environment. Particularly, the report used the logarithm of average daily revenue in the regression to account for the fact that it grows exponentially over time. Focusing on the admin page of seller's account in the Tmall platform, (Luo et al., 2020) stated that sales performance could be measured by the number of products in paid orders in an online shop.

Other methods for testing sales performance in online environment were identified. In 2018, (Xu & Duan, 2018) examined how an online content provider determines the optimal subscription price (viewer concerns) and the optimal allocation of advertising space (advertiser concerns) while taking the reference price effect into account. (Estrella-Ramon et al., 2019) took the annual monetary value of brand equity as the dependent variable to observe the performance in sale of firms.

3.3.1.2 From the buyer side

In situations where we couldn't inquire necessary information from the seller side, collecting data relating to sales performance from consumers was justified as a positive method. First, (Frasquet et al., 2015) demonstrated that distinct segments with distinct usage patterns and motivations can be identified throughout the shopping process, and that the drivers of channel usage vary according to the stage of the buying

process and the product category under consideration. In other words, customers' frequency of online purchases would have an impact on the profit of a business. Persuasiveness of online contents in the text and video forms were also utilized to check sales performance over the Internet (Chen et al., 2018), (Hong et al., 2020). Moreover, customer satisfaction was proved that it has positive effect on purchasing behavior, which could boost sales of Amazon sellers (Lin et al., 2019).

3.3.2 Impact factors on sales performance

3.3.2.1 Market knowledge of seller

Based on the Resource Based View theory (Barney, 2001), (Lee et al., 2010) developed a conceptual model to measure the impact of market knowledge on sell performances of retailers in e-marketplaces. According to the author, market knowledge is information about the market, including information about customers, competitors, product trends, etc. in a particular trading environment. Owning quality market knowledge and utilizing them would have a positive impact on sales performance of stores (Fig. 2).

Figure 2. The impact of market knowledge on sales performance in e-commerce
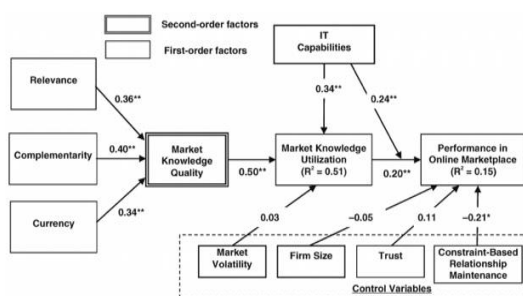
Source: (Lee et al., 2010)

#### 3.3.2.2 Motivation of buyer

Buyer's motivation has also been proven to be a factor affecting sales performance in e-commerce. In a study (Frasquet et al., 2015), users' extrinsic and intrinsic motivation were used as the dependent variables to check the behavior of customers in the choice of online or offline

channels at different stages in the buying process (Fig.3).

3.3.2.3 Visit behavior

By observing the user's navigation history in the Tmall platform (Luo et al., 2020), the research group has shown us the relationship between visit behavior and sales performance. Utilizing the information provided from the sales admin page of each merchant account, indicators relating to the visiting behavior of a user on each Tmall store such as visit number, visit duration, visit bookmarking were stored and analyzed to explore their impact on the performance of retailers.

*Figure 3. The impact of buyers' motivation on choosing buying channel*
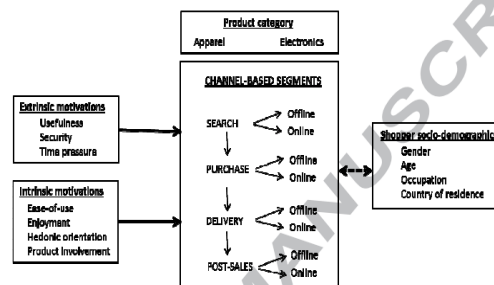
Source: (Frasquet et al., 2015)

3.3.2.4 Online signals generated by sellers

In 2015, (Li et al., 2015) examined the effects of five commonly used signals on the sales performance of e-marketplace sellers, using signaling theory and the context of China's largest e-marketplace, Taobao. The authors discovered that warranty has the greatest impact on sales performance, followed by overall rating, mean detailed seller rating, positive feedback percentage, and web site quality (Fig. 4)

*Figure 4. The impact of online signals on sales performance*
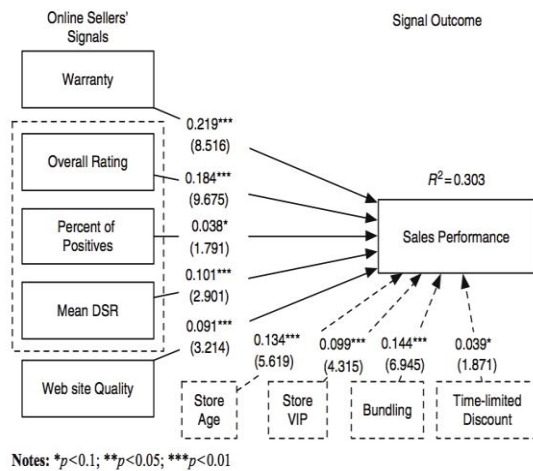
Source: (Li et al., 2015)

3.3.2.5 User's reaction

The purpose of the study in this section (Lee et al., 2015) is to determine whether social reference systems, such as Facebook "likes" (FBLs), could promote sales in social commerce, an environment in which adverse selection and quality uncertainty frequently erode consumer trust and obstruct efforts to achieve sustainable growth. Additionally, the authors examined the extent to which product characteristics (uncertainty about the product and product franchising) and deal characteristics (tipping points, discount rates, and deal durations) moderate the social selling induced by FBLs (Fig. 5).

Figure 5.The impact of users' reaction on sales performance
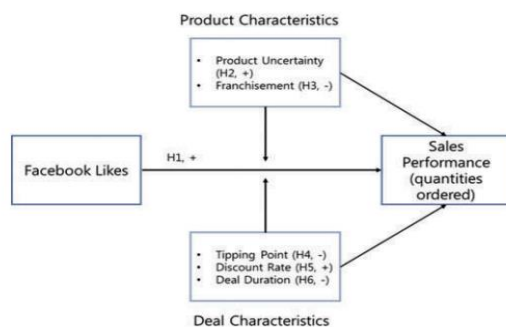
Source: (Lee et al., 2015)

3.4 The relationship between the characteristics of content and sales

3.4.1 The impact of content space on the optimal subscription price

The purpose of the study in this section (Xu & Duan, 2018) is to examine how an online content provider determines the optimal subscription price and advertising space allocation when the reference price effect was taken into account. The research team considered a hybrid business model in which the provider provides viewers with a subscription service and advertisers with advertising. The viewers in this article were divided into subscribers and non-subscribers, with the latter permitted to view only a portion of the content. By incorporating the viewer experience, a new reference price model was developed and tested in both static and dynamic scenarios.

3.4.2 The impact of content quality, content valance, and content volume on annual monetary value of brand equity

Based on 2211 brand posts from 36 international brands, published on their corporate Facebook fan pages, (Estrella-Ramon et al., 2019) analyzed the influence of marketers' and users' content on brand equity. Three distinct dimensions were used to evaluate content on Facebook: content quality, content valence, and content volume. This article contributes to the body of knowledge by (1) accounting for not only brand posts but also user content; (2) assessing Facebook content using quality, valence, and volume dimensions concurrently; and (3) examining the effects of such content beyond the online environment on brand equity (Fig. 6).

Figure 6. The impact of content quality, content valance, and content volume on sales performance
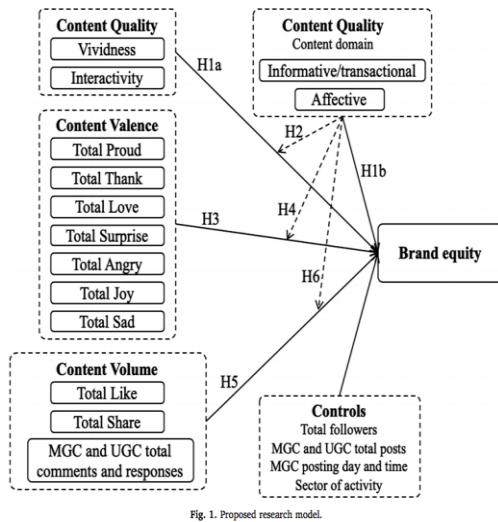
Fig. 1. Proposed research model.

Source: (Estrella-Ramon et al., 2019)

3.4.3 The impact of the meaning of content on consumer spending

In order to address the fact that little was known about the actual effect of firm-generated content (FGC) on offline purchasing behavior of customers or how to manage it (Yang et al., 2019), the groups conducted a field experiment in collaboration with China's largest retailer on WeChat, combining the propensity score matching (PSM) technique with a difference-in-differences (DID) analysis to establish the causal effect of FGC on two critical aspects of customer offline purchasing behavior: customer spending and customer price sensitivity (Fig. 7).

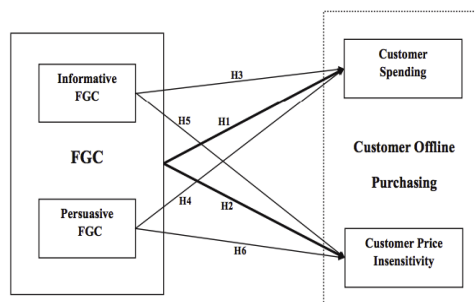*Figure 7. The impact of the meaning of content on consumer spending*
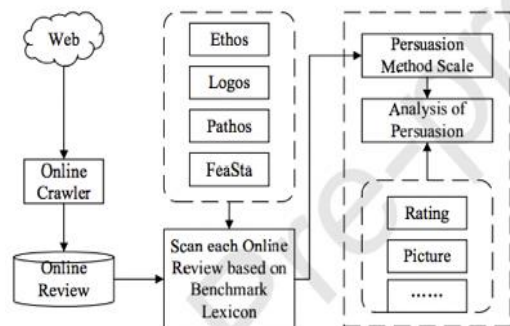

Fig. 1. Conceptual Framework.

Source: (Yang et al., 2019)

3.4.4 The impact of the **content format** on the persuasiveness of online reviews

According to (Hong et al., 2020), online reviews are critical when making a purchasing decision. These reviews have an effect on consumer behavior due to their awareness and persuasiveness. Online reviewers' persuasive methods are based on their own communication habits, which have a persuasive effect on other consumers. This study applied linguistic and psychological theories to the characteristics of online reviews. Simultaneously, text mining techniques were used to investigate persuasion techniques (Fig. 8). By scanning every online review and regression analysis, a benchmark lexicon for each type of persuasion method was created. They also quantified persuasion methods and conducted quantitative research. Regarding the major conclusions, Logos, Pathos, and Feature statements all contribute significantly to the persuasiveness of online reviews, whereas Ethos has a smaller impact. Additionally, the number of images, videos, and member factors all play critical roles in determining the characteristics of online review content and reviewers.

Figure 8. The impact of the content format on the persuasiveness of online reviews

Source: (Hong et al., 2020)

3.5 Relevant theories and models
3.5.1 Gratifications theory

The conceptual framework of the uses and gratifications theory (UGT) examined why and how people actively seek out specific media in order to meet specific needs (Ruggiero, 2000, p. 30). UGT is a method for analyzing mass communication from the perspective of the audience. It presupposes that audience members are not passive media consumers. In a study (Hossain et al., 2019, p. 1166), the uses and

gratifications theory was used to explain the differential effects on users of distinct content types (in terms of content domain) published on social media. Given that we examined various dimensions of web content, such as content space, content quality, and content meaning, this theory may apply to the report's subject.

3.5.2 Consumer information processing theory

Another critical theory to consider is the consumer information processing theory (Kardes, 2013). Consumer Information Processing is the process by which buyers make sense of the information they receive. Comprehension is founded on cognitive and affective components, namely thoughts and feelings. The four components of consumer information processing are exposure, attention, comprehension, and elaboration. For instance, (Colicev et al., 2019, p. 104) examined the Consumer information processing theory's (T4) premise that marketing communications have two effects on consumers: an informative effect and a persuasive effect. Regardless of the MGC or UGC format, the primary objective of web content is to communicate with customers. In other words, the theory must be pertinent to the subject.

3.5.3 Information integration theory

(Anderson, 1981) proposed the information integration theory to describe and model how a person integrates information from a variety of sources in order to make an overall judgment. In other words, the theory asserts that individuals are prone to assign different weights to different pieces of information in order to maximize the total value of the information. In our context, distinct CTAs from different sellers' e-commerce sites could be assigned distinct marks to assist clients in selecting the most appropriate online stores.

3.5.4 The media richness theory

By definition (Daft & Lengel, 1986, p. 566), media richness theory asserts that

vivid content, in comparison to content valence, has a greater capacity to facilitate information comprehension and should be more adept at resolving ambiguity and persuasion. In the field of content marketing, it has been used to determine the effect of content quality on brand equity (as illustrated in Figure 6), or to determine the effect of a company's FGC on the various marketing stages of a consumer (Fig. 9).

In terms of CTAs, some web components, such as the registration form, have a lower level of vividness than others in the same category. Logic dictates that e-commerce sites with more vivid call-to-actions will attract a younger audience. As a result, this theory could be applied when comparing websites that serve the same marketing segment.

Figure 9. The impact of FGC and UGC on different stages of marketing funnel
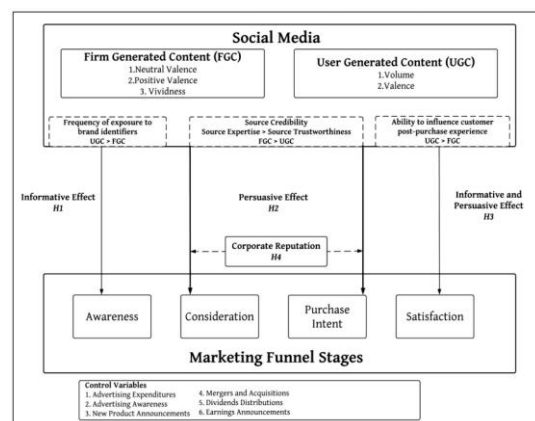
Source: (Colicev et al., 2019, p. 104)

3.5.5 Signaling theory

Using signaling theory as a framework (Connelly et al., 2010, p. 64), (Wells et al., 2011, p. 373) demonstrated that when faced with insufficient product information, many consumers look to the quality of the website as a signal of product quality. Applying this to our context, websites with unfriendly call-to-action contents may be a negative factor affecting the sales performance of businesses selling online.

3.5.6 Resource-based view theory

As mentioned previously in the 4.3.2.1 section, the Resource Based View

theory can be used to develop a conceptual model that quantifies the impact of market knowledge on retailer sales performance in an e-marketplace by mapping market knowledge to a VRIN resource in the original model. Given that this approach used sales performance as the dependent variable, our study would construct a model covering CTA concepts in the same manner.
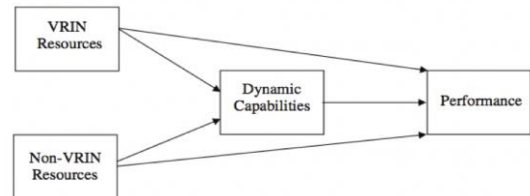
4. Conceptual model

4.1 Theoretical framework and conceptual framework

Among the six identified theories, the final one appears to be the most compatible with our intention of forming a conceptual model when the same dependent variable as sales performance is being considered. From the original model (Fig. 10), the remaining task is to define what might replace VRIN resources - defined as a firm's high-quality resources - and Dynamic Capabilities - defined as a firm's method of utilizing its VRIN resources.

Due to the fact that CTAs are our primary area of research, the VRIN resources would be classified as Quality CTAs. This is quite logical at this stage, as we could develop CTA Utilization as the next construct to represent Dynamic Capabilities. Three additional constructs are added to our model to describe how a Quality CTA looks, including Friendly, Relevance, and Security, based on the nature of signaling, media
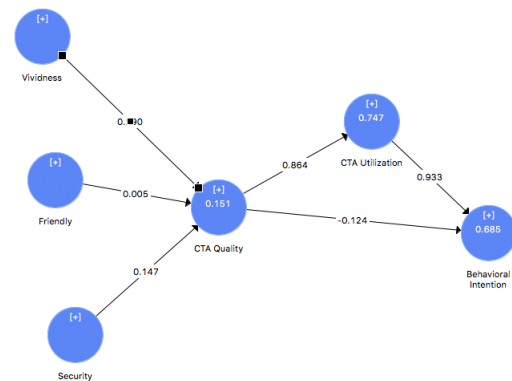
richness, and consumer information theories. To keep things simple, the Non-VRIN resources are not considered at this stage. Thus, as illustrated in Figure 11, the final conceptual model should be developed.

Figure 10. The resource-based view model

Source: (Lee et al., 2010)

Figure 11. The conceptual model

4.2 Variables and conceptualization

Based on the research framework and the identified information conducted from the Literature Review section, variables and their meaning are described in the table 1.

Table 1. Variable definition for the conceptual mode

No	Variable types	Variables
1	Dependent variables	Behavioral intention - Switching intention of a user to be a higher client status
1	Independent variables	Vividness - CTAs website that make users feel be interested
2		Friendly - CTAs website that is easy for visitors to understand
3		Security - CTAs website that makes users feel safety
1	Mediating variables	CTA Quality - CTAs website that makes users feel comfortable when visit
2		CTA Utilization - The choice of seller on utilizing CTA to communicate with their customer

4.3 Operationalization and measurement

The measurement of each variable is developed as follows.

Table 2. Measurement of each construct

Constructs	Measurement
Behavioral intention	- Utilize Linkert scale (1-7) - Develop relevant questions to get necessary data
Vividness	- Utilize Linkert scale (1-7) - Develop relevant questions to get necessary data
Friendly	- Utilize Linkert scale (1-7) - Develop relevant questions to get necessary data
Security	- Utilize Linkert scale (1-7) - Develop relevant questions to get necessary data
CTA Quality	- Utilize Linkert scale (1-7) - Develop relevant questions to get necessary data
CTA Utilization	- Utilize Linkert scale (1-7) - Develop relevant questions to get necessary data

conceptual model, several assumptions are developed as follows.

5. Hypothesis development

Based on the description of each construct, and the relationship of each constructs in the

Table 3. The hypothesis development

Cause	Effect	Hypothesis
Vividness	CTA Quality	H1. Higher vividness CTA websites could have a positive effect on forming a CTA Quality website
Friendly		H2. Higher friendly CTA website could have a positive effect on forming a CTA Quality website
Security		H3. Higher security CTA website could have a positive effect on forming a CTA Quality website
CTA Quality	CTA Utilization	H4. Websites with higher CTA Quality level could help business utilize CTA easier
CTA Quality	Behavioral intention	H5. There is a positive relationship between CTA Quality websites and behavioral intention
CTA Utilization	Behavioral intention	H6. There is a positive relationship between CTA Utilization and behavioral intention

6. Research methodology

6.1 Sampling and procedure

In order to confirm the research model, an electronic-based survey was conducted from May 2021 to June 2021 at **eight top ecommerce websites** in Vietnam, including

- https://www.thegioididong.com/ (digital devices)
- https://fptshop.com.vn/ (digital devices)
- https://onoff.vn/ (clothes)
- https://canifa.com/ (clothes)
- https://www.vascara.com/ (shoes)
- https://sablanca.vn/ (shoes)
- https://oto.com.vn/ (cars)
- https://www.xeoto.com.vn/ (cars)

Choosing leading brands who are high ranked by Google Search Console could ensure that CTAs in those sites are good enough for the research.

Regarding the population of this research, respondents need to meets following requirements

- To be familiar with controls and functions relating to CTAs provided by e-commerce sites
- Have purchased products over the Internet at least once a month in the past one year

Because respondents may come from different majors, an opening question should be answered first. In this, individuals need to choose which kind of products they like most. After that, suitable website would be randomly picked out in their questionnaire. To remove the impact of bias relating to the brand reputation, web title and company information were removed in each question.

Besides, the minimum sample size was decided. Particularly, G*Power version 3.1 with a statistical power of 0.8, margin error of 0.05, impact size of 0.15, and three predictors were also used. A minimum sample size of 109 is recommended for the outcome. Overall, 199 questionnaires were available and reaching the required sample size expected to affirm or deny the presence of a minimum impact.

6.2 Questionnaire design

The aim of the study is to examine the cause-and-effect associations between the independent variables and the dependent variables. Hence, causal research is the best option to achieve this objective.

From the information in the table 2, the way of getting necessary data is built up as follows.

Table 4. Questionnaire development for each variable

Constructs	Items	Source
Behavioral intention	- BI 1: I expect that I will visit the website regularly in the future - BI 2: I think that I would purchase items in this website	None
CTA Quality	- QLT 1: The website is reliability - QLT 2: The website should be ranked in high position in search engines	Modify from (Lin, 2007)
Vividness	- VID 1: The color of CTAs in the website is interesting - VID 2: The text of CTAs in the website is attractive - VID 3: There are several kinds of CTAs in the website	None
Friendly	- FRE1: CTAs in the website is visually appealing. - FRE2: The user interface of CTAs in website has a well-organized appearance. - FRE3: CTAs in the website is easy to use	Modify from (Lin, 2007)

Security	• SEC1: CTAs in the website makes me feel safe before making purchase • SEC2: With CTAs in the website, making payments can be secure.	Modify from (Lin, 2007)
CTA Utilization	• CTU1: I think that collecting customers information is the main purpose of the website. • CTU2: I believe that converting clients to consumers is the objective of the website • CTU3: In my opinion, re-marketing is the primary strategy of the website	None

7. Data analysis

7.1 Assessing outer model

Measurement model (outer model)'s evaluation should be conducted to assess the usefulness and suitability of this model before using the structural model (inner model) to test the hypotheses. The statistical analyses for evaluation outer model were performed relating to reliability and validity assessment to test for internal consistency reliability, indicator reliability, convergent validity and discriminant validity.

For testing **internal consistency reliability**, Cronbach's Alpha and Composite reliability should be higher than the threshold value of 0.7. The results in the table reveled that the value of **Cronbach's Alpha** and **Composite reliability** were all higher than 0.7. Therefore, the internal consistency reliability is confirmed.

*Table 5. **Quality criterion (AVE, composite reliability, Cronbach's Alpha) and factor loadings.***

Construct	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Behavioral Intention		1		
CTA Quality	0.875	0.875	0.941	0.889
CTA Utilization		1		
Friendly	0.727	0.88	0.844	0.649
Security	0.874	0.885	0.94	0.888
Vividness		1		

Moreover, **convergent validity-the degree** to which measures of constructs are similar to each other in concept will be examined by using **factor loading** and **average variance extracted**. For factor loading, just only indicators have scores higher than 0.7 will be kept and below will be removed from the final model (FRE1, RLE1) to **assess the good fit**. As a result, the results in the Table 6of factor loading indicate a good indicator of reliability. Table shows that all factor loadings were above 0.7. The averages above showed that the AVE values are within the recommended range of 0.5.

*Table 6. **Quality criterion (AVE, composite reliability, Cronbach's Alpha) and factor loadings***

	Behavioral Intention	CTA Quality	CTA Utilization	Friendly	Security	Vividness
CS1	0.935					
CS2	0.954					
CTU1			0.892			
CTU2			0.929			
CTU3			0.823			
FRE1				0.607		
FRE2				0.856		
FRE3				0.921		
QLT1		0.941				
QLT2		0.944				
RLE2						0.739
RLE3						0.999
SEC1					0.934	
SEC2					0.95	
RLE1						0.639

A new approach to test discriminant validity in PLS-SEM was considered. (Henseler et al., 2014) proposed a modern approach for determining the validity of discriminants through the discriminant validity - heterotrait-monotrait (HTMT) correlation method ratio. When the HTMT value is similar to 1, the absence of discriminant validity is implied. Comparing it to a pre-defined threshold means utilizing the HTMT as a criterion. If the value of the HTMT is greater than this threshold, it can be inferred that discriminant validity is a problem. Some scholars have indicated that it is possible to accept the 0.85 mark (Ab Hamid et al., 2017). Table 7 thus provides the findings of the HTMT criteria. The result shows us that there could be an overlapping concept between two independent variables, Friendly and Security, respectively.

*Table 7: **Discriminant validity - heterotrait-monotrait (HTMT) criterion.***

	CTA Quality	Friendly	Security	
CTA Quality				
Friendly	0.361			
Security	0.334	0.966		

7.2 Examining inner structural model
The structure of the model has been revised after validating the measures model. This requires calculations of coefficient of determination, path coefficients and bootstrapping 5000 samples. As shown in table 8 and figure 12, the hypothesis testing has been assessed. The findings indicated that Friendly and Security have insignificant relationships with CTA Quality; whereas CTA Quality has insignificant relationships

with Behavioral Intention. Thus H2 (β=-0.005, p>0.05), H3 (β=0.147, p>0.05), and H5 (β=-0.124, p>0.05) are unsupported. On the opposite side, H1, H4, and H6 are all supported.

Table 8. Hypothesis testing results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CTA Quality -> Behavioral Intention	-0.124	-0.134	0.108	1.146	0.252
CTA Quality -> CTA Utilization	0.864	0.865	0.021	40.589	0
CTA Utilization -> Behavioral Intention	0.933	0.945	0.095	9.822	0
Friendly -> CTA Quality	0.005	0.029	0.145	0.037	0.97
Security -> CTA Quality	0.147	0.13	0.125	1.183	0.237
Vividness -> CTA Quality	0.29	0.302	0.099	2.93	0.003

8. Discussion
The significant effect between Vividness and CTA Quality versus the insignificant effect between Friendly, Security, and CTA Quality
First, budget for vividness content should be increased. The difficult of this approach is that the ranking of the website may be decreased when the amount and quality of Friendly and Security CTAs aren't good enough. In many cases, vivid content requires video format, which makes operating cost of online business be much higher.

The significant effect between CTA Quality, CTA Utilization, Behavioral Intention versus the insignificant effect between CTA Quality and Behavioral intention
Clearly, these results show us that holding a nice place in Search Engines can't ensure the success. In other words, businesses need to continuously upgrade their website to better understand their customers.

Figure 12. Structural model testing
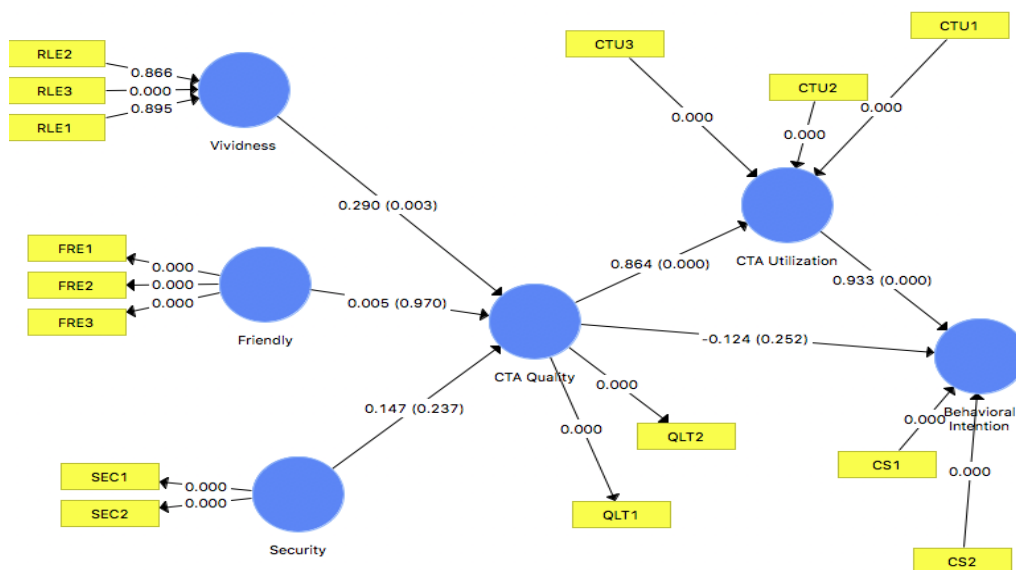
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