

Study of How User Experience (UX) Design Effects Costumers' Behavior on Online Marketing

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Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Arts
in
Marketing Management

Eastern Mediterranean University
February 2022
Gazimağusa, North Cyprus

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ABSTRACT

Electronic media, currently, is regarded as the most modern way by which information is transferred throughout the global market. In this regard, user experience focuses on the whole aspects of experience, which include a person, not just a user totally (LaSalle.D& Britton.A, 2003). The study's focus is basically on websites and the logic behind this is that compared to other platforms, the websites are most frequently used by the firms. The purpose of the study and the content of the questionnaire were thoroughly presented to the respondents.

A total of 249 people were questioned, each one answering 27 distinct questions. The IBM SPSS v20 Statistics program was used to analyze the data and offer results for marketing reasons and observations. Questionnaires were gathered via online surveys. In our model customer behavior was considered as dependent variable and visual design, information quality, entertainment, education, aesthetic and escapist were considered as independent variables. Multiple regression analysis was used to analyze the data.

According to the results, the effects of entertainment and escapist are significant in a positive way. Moreover, the effect of information quality can be regarded as a borderline figure scoring the number of 0.05 which could be significantly positive under special circumstance. The rest of independent variables did not show significant effect on customer behavior.

Keywords: Customer Behavior, Web Design, User Experience.

ÖZ

Elektronik medya, Őu anda bilginin küresel pazarda aktarılmasının en modern yolu olarak kabul edilmektedir. Bu bağlamda, kullanıcı deneyimi, yalnızca bir kullanıcıyı değil, bir kişiyi de içeren deneyimin tüm yönlerine odaklanır (LaSalle.D& Britton.A, 2003). Çalışmanın odak noktası temel olarak web siteleridir ve bunun mantığı, diğer platformlara kıyasla web sitelerinin firmalar tarafından en sık kullanılmasıdır. Araştırmanın amacı ve anketin içeriği katılımcılara ayrıntılı olarak sunulmuştur.

Toplam 249 kişi sorgulandı ve her biri 27 ayrı soruyu yanıtladı. IBM SPSS v20 İstatistik programı, verileri analiz etmek ve pazarlama nedenleri ve gözlemler için sonuçlar sunmak için kullanıldı. Anketler çevrimiçi anketler yoluyla toplanmıştır. Modelimizde müşteri davranışı bağımlı değişken olarak, görsel tasarım, bilgi kalitesi, eğlence, eğitim, estetik ve kaçış bağımsız değişkenler olarak ele alınmıştır. Verileri analiz etmek için çoklu regresyon analizi kullanıldı.

Sonuçlara göre eğlence ve kaçışın etkileri olumlu yönde anlamlıdır. Ayrıca, bilgi kalitesinin etkisi, özel koşullar altında önemli ölçüde pozitif olabilen 0,05 sayısını puanlayan sınırdan bir rakam olarak kabul edilebilir. Geri kalan bağımsız değişkenler, müşteri davranışı üzerinde önemli bir etki göstermedi.

Anahtar Kelimeler: Müşteri Davranışı, Web Tasarımı, Kullanıcı Deneyimi.

DEDICATION

To My Family

ACKNOWLEDGEMENT

I would first like to thank my thesis supervisor Prof. Dr. Mehmet Haluk Köksal. Whenever I ran into a trouble spot or had a question about my research, the door to his office was always open. He consistently allowed this paper to be my own work, but steered me in the right direction whenever he thought I needed it.

I also would like to thank my family for providing me with unfailing support and continuous encouragement throughout my years of study and throughout the process of researching and writing this thesis.

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Chapter 1

INTRODUCTION

1.1 Background of the Study

User Experience design (UX) has been identified as the most valuable type of modern design arrangement for products and services. UX is highly crucial for newly launched businesses as a digital service. In this regard, online marketing websites are the brilliant ways of communicating businesses to the users and having communication-rich site warranty consumer and designer relationships.

The purpose of this project is to prepare reasonable suggestions on how designers can recommend ideas with a website wireframe to show recommended changes and rearranging based on customer behavior. Besides, the current study is going to aims to how we can be more aware of customer need. According to the UX definition and concept, author collected information based on theoretical framework. This research employs a quantitative research method, using some variables namely visual design as well as information quality together with entertainment, esthetic, educational and, escapist to investigate their association with customer behavior.

Besides, user experience (UX) can create a good relationship with customer loyalty and attract new people by targeting individuals whose continuous concern is improvement design and quality management, improvement and monitoring.

User experience focus on whole aspects of experience, which include a person, not just a user totally (LaSalle.D& Britton.A, 2003). This experience happens in every connection between person and company or its product and service at more than one step. This opinion acknowledges that making a memorable experience in every valuable involvement either in the form of product or service supporter is a key factor in the market place. This kind of experience provides ideal beyond users' expectations (Sheng,M.L., Teo,T.S.H, 2012). Consumers play an important role in co-creation with a firm. Companies try to make elements for motivating the user experience for co-creating and special experience (Prahalad & Ramaswamy, 2004). Co- creation is a really important issue at the result of improving the process (Carù,.A & Cova,.B, 2003). Users connect and communicate with firms involving in product and service design, delivery, consumption, and co-creation strategy.

1.2 Problem Definition

The goal of this study is to reach a pattern within which the user experience design is fulfilled in the most efficient way. To be more accurate, this investigation intends to take two various stages in the user experience (UX) plan. The study focuses on the design of user experience and evaluation of short-term users' participation.

1.3 Importance of the Study

The significance of this study is to provide a clear understanding of how we can effectively create a web design for users and influence shoppers' buying behaviors, including features and factors affecting customer behaviors when interacting with products and services. Recently change is taking place, although people who are identified as consumers are also becoming innovators besides producers Minguo, L. (2011). In user-centered design, identifying current problems among users to discuss their needs and feelings has received a lot of attention (Koskinen,I.,Battarbee,K.&

Matterlmaki,T, 2004). In recent years, several studies have been performed to identify efficient contextual and emotional criteria appropriate for design challenges. (Kouprie,M. & Visser,F., 2009). 'Empathic design' assists designers in finding tools and methods to "walking in the shoes of their customers."

1.4 Company Background

Digikala is an Iranian company comparable to Amazon as a digital platform that provides free same-day delivery of the product. It was founded by brothers Hamid and Saeed Mohammadi and is the country's sixth most visited website, with 900 employees and approximately 850,000 visitors per day.

It is also the Middle East's largest e-commerce platform. It receives 1,700,000 unique users per day, and Digikala now handles 85 percent of Iran's e-commerce. The company does not expose its profits, but it has stated that sales are increasing at a rate of 200 percent per year and that it is getting orders from even the most remote communities in Iran. According to Hamid Mohammadi, the company's idea is to focus on development "even if that means we will not be profitable, which is how Amazon operates." Digikala was forced to lay off 175 employees in 2018 due to Iran's economic volatility. To remain sustainable, it implemented several initiatives, such as the pay-per-sale strategy, which allows users to earn commissions as members if a directed consumer buys a product.

After receiving concerns about the quality of items being purchased, Digikala addressed the problem of product authenticity on the site in March 2019. Only 0.2 percent of the 2 million products are non-original, according to the business, which has taken steps to conduct severe quality control.

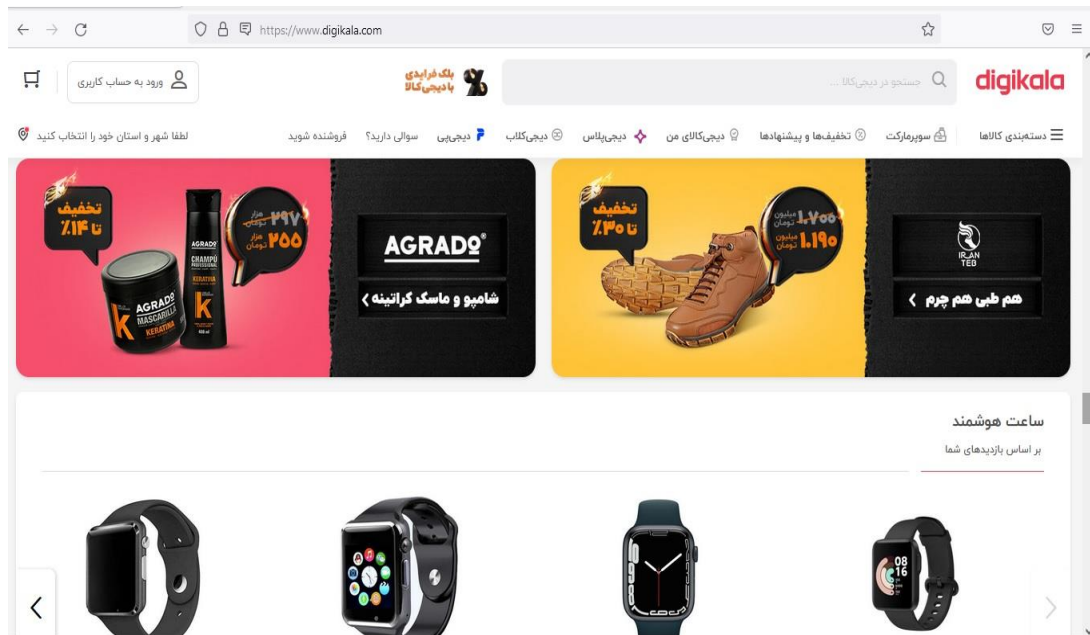


Figure 1.1: Example of Design

1.5 Background of the Study

There are a few aspects of experiential worth that need to be investigated further. In various consumer situations, Pilko (2000) discovered that entertaining, aesthetic, instructional, as well as escapist all play a part in generating all of these effects.

Since the display of a product is entertaining for the customer, the Digikala website provides an entertaining experience. As a result, it is argued the entertainment component can encourage purchasing.

Csikszentmihalyi (2010) found out participating for visual design practices provides opportunities for joyful experiments and purchase. Visual design's positive effect is not restricted to a website's overall beauty. It, additionally, has an inherent appeal that draws customers into online buying (Cyr, 2011).

Mathwick (2016) found the aesthetic attractiveness of an electronic system provides enjoyment and interest once performing purchasing chores. This absorption can help you feel in the zone.

1.6 Research Objectives

This study investigates the effects of the user experience design on customer online behavior. In this regard, the following objectives should be met:

- Determining the impact of entertainment on customer behavior.
- Determining the impact of aesthetic on customer behavior.
- Determining the impact of educational on customer behavior.
- Determining the impact of escapist on customer behavior.
- Determining the impact of visual design on customer behavior.
- Determining the effect of Information quality on customer behavior.

Chapter 2

REVIEW OF LITERATURE

2.1 Introduction

The Internet is considered as a medium through which firms and companies can advertise and introduce their brand, products, and services. The use of this medium has been largely increased in the last decades such that nowadays the number of web users across the world approximates a billion which is equivalence of penetration rate of 15.7 (Jeon et al., 2018). The country that is placed at the top of the list of highest numbers Internet users is namely United States followed in turn by China and Japan. Firms are provided with a large range of online advertising platforms such as Websites, banners, pop-up and pop-under windows, interstitials or roadblocks.

However, it does not necessarily mean that companies' effectiveness is guaranteed only via the presence on the websites. That is to say, if there is no match between the conception of campaign and the ways it is advertised, it might lead to horrible damage to the firm's reputation. Hence, it is indispensable for every company to primarily identify the factors that determine effectiveness of advertisement (Bu et al., 2019).

2.2 Literature Review

2.2.1 The Concept of Electronic Media

Electronic media, currently, is regarded as the most modern way by which information is transferred throughout the global market and this accelerates the

cheapness, fastness, and possibility of the information transfer implementation. The contents uploaded on the Internet can be reached with the help of various device. Internet global network and websites, likewise, are taken into account as the most popular medium for presenting trade and marketing information. Therefore, how easy and fast the access to Internet is not a big issue due to the fact that there are currently a large number and variety of electronic devices. Usability of these various devices, however, is a controversial issue especially in developing countries (Wang et al., 2016).

2.2.2 The Concept of Online Mass Customization (OMC)

Interrelationship customized consumer experiences which exist between the firm and the consumer has appeared to be a beneficial path to create value for costumers as well as to make a competitive advantage for the firm (Kang, 2017). In this regard, mass customization is undoubtedly one of the useful forms of co-creation (Alhashem, 2017).

Mass customization necessitates costumer involvement in a broad scope of design features and procedures presented with a firm to create a customized, innovative experience alongside with personalized services. Mass customization was viewed, on the basis of marketing literature, in the name of completion and buyer-centric method (Ozkara et al., 2017).

The evolution of Internet technologies has made brands able to offer a web-based interactive platform in order for consumers to build product designs that is a reflection of costumers' personal interests, named as online mass customization (OMC) in the present study. Marketing researchers (Franke et al., 2009; Schreier,

2006) have proved in prior studies that OMC can be counted as a potential powerful marketing tool. These researchers have realized that OMC is most likely to raise a consumer's propensity to pay more for a particular product as well as purchase intentions; the reasoning behind this is that OMC constructs an impression of accomplishment authorship. What is more, OMC can function as a marketing lever to create long-term linkage with consumers and persuade them to repurchase particular types of products (Zhao et al., 2019).

OMC research (e.g., Kang and Kim, 2012; Kang, 2017) have chiefly put emphasis on costumers who come from Western countries. Despite all these previous efforts, it does not seem to be rational to generalize outcomes of these research to costumers from Asian countries because of the fact that costumers' preferences coming from different cultures can deviate sharply from what is considered normal and common in Western countries whose taste and likings differs according to their special cultural background (Bu et al., 2019).

OMC, in general, equips the online customer with an interactive medium by which the customers are faced with numerous design attributes such as quantity, quality, and fabrics (Alhashem, 2017; Kang, 2017). Literature concerning the co-design procedures about OMC have looked into the hedonic experiment and innovative accomplishments (Zhang and Mao, 2016) in addition to pleased and absorbing experiences for the user (Torres et al., 2018). Whereas, there are still a bunch of other elements relevant to experiential value which entails further study. Pine and Gilmore (1998), founded a model including entertainment together with aesthetic besides. They can be added to educational and escapist experiences which all make 4Es that

is asserted to have determinant a impact in generating all these outcomes in diverse costumer framework. Therefore, the current study strives to figure out the association among OMC website properties and experienced value, based on what is designed by 4Es.

When it comes to the investigation of OMC, the associations among website cues called stimulus (S), shopping experience under the name of organism (O), and customer behavior (R) can potentially come into play where all these interactions can go hand in hand with each other and create the features of OMC websites. The 4Es are associated with combinations of active-passive and absorption-immersion experiences (Sadachar and Fiore, 2018).

2.2.3 Stimulus–Organism–Response Model

The Stimulus–Organism–Response (S–O–R) paradigm is the main skeleton for environmental psychology and is being comprehensively employed in area for online marketing and online shopping environments (Gatautis et al., 2016). The model illustrates the way an environmental input, which is the other name of stimulus (S), influences an organism status state (O) that thereafter impacts individual responses (R).

In spite of the fact that researchers have developed the S–O–R pattern to study online marketing, there seems to be a few empirical studies examining the impact of website characteristics upon the composition of 4Es, as well as consequently costumer purchase intention. Hence, the current research applies the S–O–R pattern to examination of the effect of OMC website properties including stimulus variables

on the 4Es that arises in the shape of purchase experiment, and the consequences of the indicators for purchase intention to OMC (R).

2.2.4 Stimulus Variables

2.2.4.1 Visual Design

In OMC practices, visual design and information quality could be one of the determinant factors that can trigger costumer reaction toward OMC.

Visual design and information quality have been looked as crucial variables to weigh the consumer experience in the framework of online shopping. It is actually a realm along which a costumer is absolutely enthusiastic and fit in in those activities that free them from sense of place and time. Trevik (2008) depicted a paradigm based on which visual design and information quality are linked to the 4Es, and different dimensions of 4Es consequently create costumer behavior. The current study's goal is to figure out the role of each of the elements of 4E in creating customer behavior and OMC website cues.

It has been seen that the majority of costumers do not go through online content; they skim it. Whereas, there found to be some tips with which you will be able to provoke costumers to read online contents carefully. These are measurements such as using the appropriate pictures and color, or even showing text with an appealing font. This is exactly the reason why the digital marketers lay a great emphasis on design features. In a study of 177 senior marketing pioneers, the Chief Marketing Officer (CMO) Council made a conclusion that 65% approve those visual resources, for example, photographs, video recordings, and other visual contents were critical to the promoting of their brand story (Zhao et al., 2019).

In the OMC practices, cues will be viewed as the vision, interaction and text related side of the online marketing which accelerates a quick reaction. Interactive components of an OMC website 3D product preparations can embrace graphical changes regarding design details of a product and these details in turn can determine the individual likings (Algharabat and Zamil, 2013) (Arribas and Alfaro, 2018). These interactive components might go hand in hand with website's visual features and as a result may have an effect on professional and aesthetical elements of a website. A visually pleasant website is expected to possess these features as cues of professionalism and functionality.

2.2.4.2 Information Quality

The definition of information has frequently been given by different authors. A popular and widely accepted definition of information belongs to (Chen and Fiore, 2017) whereby information is a kind of data which is precisely analyzed, processes, and converted to the understandable and meaningful content. In fact, information, as described in this definition, is a lever by which managers and decision makers can set policy and business objective and pursue them accordingly.

Another definition given by Kshetri (2018) considers information as the type of data that is subjected to the process of analysis and interpretation with the aim of illustrating comparisons of the variables, indicators and their relationships to report facts, ideas and phenomena. This kind of information is valuable and beneficial for the organization and for the users in the sense that it can steer the costumers as well as marketers into the right direction.

The concept of information quality has primarily been discussed in accounting literature where credibility of the data was a serious concern (Zhao et al., 2019). The possible scenario for the information is to become worthless in case that it is not managed through a quality life cycle for information and if it is not organized to be useable. The concept of information quality can be characterized as the extent to which the information provides a value either for its users or for the organization in general (Bu et al., 2019).

Text-, visual- and interaction-based sides can cooperate with information quality that reflects the simplicity of understanding the website information (Koo et al., 2014) and easiness of regaining information from the website (Armestrong, 2017). Information derives from the concepts of advantage, accuracy and straightforwardness of product information that subscribe to effectiveness and efficiency of interaction among the firm and costumers. The influence of text- and visual-based signs on information is complemented by the interactive signs mentioned above. The logic behind this is that interactive sings could potentially advance telepresence. The concept of telepresence is defined as the degree to which individuals' sense that they are surrounded by the mediated environment (Kshetri, 2018).

2.2.5 Organism Variables

The current study uses Oelimo (2019) some areas of experience to examine the experience characteristics of the OMC purchasing. The 4Es are placed in quadrants types with the combination of two elements. The primary one is namely the active-passive axis that represents the degree of consumer contribution in the formation of a costumer experience or participation stimulated by a firm. The second is called the

absorption-immersion axis that implies if the experiment is stuck in the mind or whether the customer mentally or psychologically are integrated into the experience.

2.2.5.1 Entertainment

For example, entertainment events are highlighted with more degree of non-active experience and absorption in a cooperation that seeing different co-designed products made by other customers and shared via social media are some of the prime examples (Wang et al., 2017).

2.2.5.2 Escapist

Similarly, escapist experiences accentuate a customer's follow-up activation in developing an event and involving an individual in physical and virtual activity, e.g., experimenting with various design features to a personal supply in the form of a virtual model (Jeon et al., 2018).

2.2.5.3 Educational

Educational experiences require a follow-up involvement and absorption over which a customer perfects abilities and knowledge; for example, being eagerly involved in absorbing the way of co-creating shoes once steered with an online instructional video (Alhashem, 2017).

2.2.5.4 Esthetic

Finally, aesthetic experiences require a great happiness via immersion in an exciting environment made by other people, e.g., being in search of enjoyable vision of co-designed swimsuits about models in a tropical setting. A numerable number of studies (e.g., Liang et al., 2017) have already surveyed the association between OMC website cues and customers' reaction.

2.2.6 Conceptual Model

2.2.6.1 Website Cues and the 4Es

As per study by Molinillo et al. (2017), customer experience gets credit as a result of interactions taking place among the customer and the online marketers. Jeong et al. (2009) acknowledged that the website of an online marketer could undoubtedly be a major basis of interactions that make a big contribution to customer experience. Specifically, Jeong et al. detected that parameter of online marketing that is developed in the shape of website, influence experiential value (4Es). In the same manner, OMC might promote experiential value in line with a customer's active engagement in the co-design procedure, which can be accompanied by pleasure and innovative attainment. Knowing that Website design is expected to impact experiential value might encourage such value, particular OMC website cues must be accurately probed to specify the way they impact customer experience, categorized by the 4Es.

Design cues can boost every element of 4Es. As an example, experimenting with an online model of OMC might prepare an amusing experience, since the vividness of product provisions through graphic pictures results in higher rate of engagement while dealing with product. Alongside with the effect of design, components of design as well as service representations provide aesthetic experiences, and design attributes of a website and special design characteristics of garments made via OMC might provoke aesthetic experiment. Education value could be stimulated by pleasant cognitive engagement in the course of online purchasing. For example, an educational value might appear once untrained customers are equipped with the chance to improve their design knowledge via the trial and-error experience with

modular product feature or once it is in the hand of professional designers throughout the MC paradigm. In accordance with the statement of Porter (2018), virtual attributes, that make OMC section, give customers the opportunity to visualize the characteristics of activities that develop costumers' avoidance from the mundane universe, or a world boundary experiment.

Furthermore, website information features, comprising text-, visual- and interaction-based features, can additionally upgrade the 4Es. From the standpoint of OMC, 3D product practices could provide more precise and obvious data on the products' features (Algharabat and Zamil, 2013), that in turn will improve the aesthetic experiment. What is more, a website's feature toolkit, that gives the consumer data on the feasible compounds of design features, is expected to play a part in a learning medium in the context of OMC. These toolkits reinforce prosperous co-design communications by which enhancement in educational experiment will be possible scenario (Liang et al., 2017). In accordance with the argument put forward by Franke et al. (2010), usable and beneficial information enhance the costumers' capability to recognize the effect of a designer and co-create a personalized product. It could cause profound immersion in the product progress process, which might develop an escapist experience.

As stated earlier, visual design and information quality is a pleasant psychological condition over which a person experiment condition of concentration, effortlessness and absence of sense of time while doing a duty; such a task could deal with finalizing a product procedure for the OMC practices.

The customer might enthusiastically get involved in the co-design proceeding and it can consequently have a contribution toward to 4Es, and finally lead to a pleasant customer's perception of the product. To take an example, consumers could get passively involved in the amusing entertainment experiment provided by the OMC website since the product demonstration on 3D models is pleasant for the customer (Zhao et al., 2019).

From the perspective of aesthetic experience, Csikszentmihalyi (2008) asserted that engagement in visual design practices is a medium for satisfying experiences. Visual design characteristics' effect is not only to ameliorate website's general aesthetic but to provide intrinsic appeal that attracts customers' attention to in online purchasing (Cyr et al., 2009). Similarly, Mathwick et al. (2001) reasoned that visual design of an e-retail practices provide motivation and interest while fulfilling purchasing tasks.

With respect to educational experience, it is alleged by marketers that the level of user's learning will be likely result in a positive experience (Csikszentmihalyi, 2014; Oliveira et al., 2019). Research by Esteban-Millat et al. (2014) acknowledged that the process during which learning occurs can encourage focused attention, that later can appears as overall good and appealing experience of the product and website's features.

With regard to escapist dimension, Jeong et al. (2009) argued that product display attributes can develop an escapist experience once the customer is allowed to visualize him/herself elsewhere using a product. OMC website design, moreover, might provide a chance for imagine the world of a designer while customizing and envisioning aesthetically adorable products.

2.2.6.2 Website Cues and Costumer Behavior

An absorbent visual design offered by interactive product display qualifications can result in telepresence and constructively impact costumers' attitude, consisting of purchase willingness relative to different items (Fiore and Jin, 2003). Further study by Ha and Stoel (2012); Molinillo et al. (2017) confirmed that either hedonic (i.e., visual appeal) or functional perspectives of a website can be both substantial elements of costumer attitude toward the site, comprising e-purchasing intentions as well as the loyalty. Specifically, in condition that the data is related and widely accessible, positive experience toward the website is likely to go up. In turn, perception of consumers toward a website possesses a positive impact on a users' purchase intention (Hausman and Siekpe, 2009). In this regard, Kang (2017) discovered website's features aesthetic factors can also positively influence costumer commitment and loyalty to the desired products and this High-quality data as far as it relates to OMC, constructively modifies individual eagerness toward the website.

2.2.7 The Concept of Costumer Behavior

Costumer behavior could be counted as a process over which consumers decide on how to shape their purchase actions in a specific way according to their taste and needs. In accordance with the statement of Csikszentmihalyi (2014), costumer behavior reflects the conduct of costumers while purchasing in the marketplace which is done with the aim of meeting certain needs. It is literally the study of stimuli which steer costumers towards buying specific products and services.

The research on costumer behavior has appeared to be the most controversial issue at the current time when marketers are aware of costumers' needs and preferences. The significance of such a study is corroborated due to the fact that it can give marketers

a clear picture of what costumers are looking for in the market. It is absolutely necessary to evaluate those types of products which are welcomed by costumers in order to switch the load of product line and attention on it accordingly. Marketers will be able to identify the preferences of costumers and establish their basic design efforts in line their findings. As a matter of fact, the study of costumer purchase behavior is demonstration of different circumstances under which costumers' buying behavior is affected, directed, and formed (Song and Fiore, 2008).

For instance, costumer behavior research peruses the aim of understanding why a huge range of people purchase certain products or use a particular service, what brands are preferable regarding those products or services, how they embark on purchasing them, which places are desired for purchase, and which online platforms can encourage them to but their desired products. (Andrey, 2019).

Within the framework of customer behavior, some complementary concepts, namely purchase intention, willingness to pay, and word-of-mouth fall in and it is argued that costumer behavior actually consists of these three major elements. Hence, this study aims to have a general overview of them.

2.2.7.1 Purchase Intention

Purchase intention could be a sign of a costumer's eagerness to use and buy a particular kind of product or take advantage of specific services. Purchase intention plays a role of a dependent variable that relies upon numerous elements. Purchase intention are a proportion of the respondent's mentality towards buying an item or profiting an assistance (Wang et al., 2017).

Purchase intention is a vital measurement within the framework of marketing. Indeed, advertising is rooted in goals or purpose promoting is tied in with showcasing merchandise and things dependent on the aims of the purchasers or the buyer's aim to acknowledge, purchase or utilize a specific item or administration which might have been obviously referenced by the organization or brand. Purchase intention as an estimation is compelling in market planning exercises or advancements (Ozkara et al., 2017). The plan of a client can make it extremely simple to precisely repeat what sort of content ought to be shown in a commercial. The goals can reflect data about the information levels of the buyer's brain. Furthermore, based on this estimation the plan of advertising exercises can be framed.

Marketing based purchase could potentially prompts the increment in the profit and determine marketing activities. Having a thought or a precise proportion of expectations of a client can assist with planning the promoting exercises in manners that they arrive at the ideal interest group and item that could result in more worthwhile customer contribution and better financial outcomes. The reverse way which is production without studying the customer needs results from the lack of a strategy for a mindful market research about an item or administration delivered by a brand in line with the need of market and according to the time being. In this regard, purchase could be estimated in accordance with behavioral data caught from the market, while the process of purchasing, and over the investigation of dissatisfaction of employees with certain product or service which may lead to refund or other types of after-sale services (Sadachar and Fiore, 2018).

2.2.7.2 Willingness to Pay (WTP)

In the context of behavioral economics, the word willingness to pay (WTP) is referred to the greatest cost level that a customer is going to afford at to buy a certain product or service. Some scholars, however, have defined WTP as a spectrum across which the customers' willingness changes from one level to another. Therefore, the customers' readiness to pay for a product is a continuous degree which is determined by the context and situation within which the decision is made (Zhang and Mao, 2016).

2.2.7.3 Word-of-Mouth (WOM)

Word-of-mouth in the context of marketing reflects the condition when customers' satisfaction makes a considerable contribution to the introduction of particular brand to the market and other potential customers; in fact, the prior customers who have had the experience of using the product or service play unconscious role of an agent for the company. As a result, the trend triggered by prior customers is so booming throughout the whole market that the effect is incomparable with any other advertisement by the company, itself (Zhang and Mao, 2016).

Word-of-mouth marketing, however, differs a bit from the natural word-of-mouth in society in the sense that marketers, themselves, provide some platforms, facilities, and mediums to provoke customers to share their satisfactory experiences with other potential and upcoming customers. What is more, word-of-mouth marketing never stops after the first communication; it is supposed to lead to create follow-on interactions (Zhang and Mao, 2016).

2.3 Research Hypothesis

Therefore, based on the dominant results of the previous studies as mentioned (Sadachar and Fiore, 2018; Andrey, 2019; Zhang and Mao, 2016) we develop the recommended conceptual model, and the research hypotheses as follows:

- Hypothesis 1: There is a positive relationship between visual design and consumer behavior.
- Hypothesis 2: There is a positive relationship between Information quality and consumer behavior.
- Hypothesis 3: There is a positive relationship between entertainment and costumer behavior.
- Hypothesis 4: There is a positive relationship between aesthetic and costumer behavior.
- Hypothesis 5: There is a positive relationship between educational and costumer behavior.

2.4 Conceptual Framework

The illustration of the model can include 6 elements.

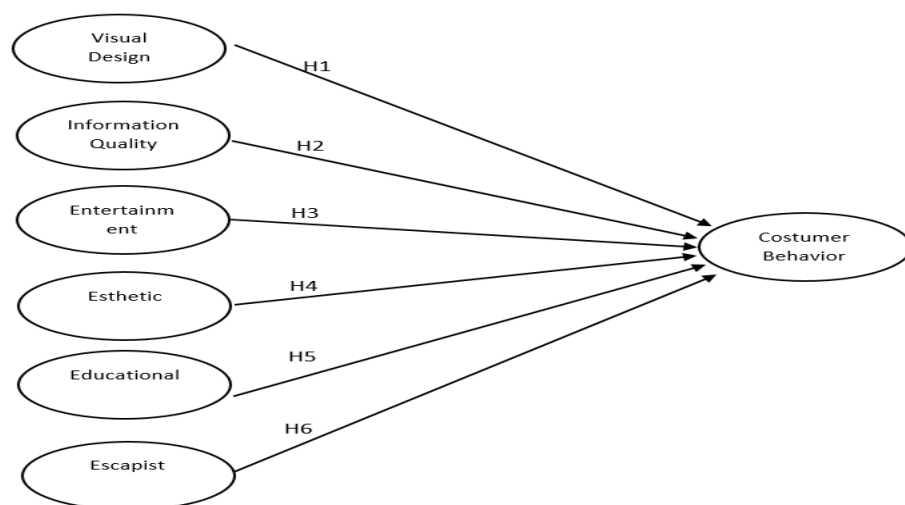


Figure 2.1: The Illustration of the Model

Chapter 3

MODEL AND METHODOLOGY

3.1 Introduction

In this chapter, the research technique is discussed first, followed by the description of the population and sample selection process. Following that, the research independent and dependent variables are detailed as well as the data collecting procedure and methodologies utilized to evaluate questionnaire validity and reliability. The statistical methods used to test the study hypotheses are described at the beginning.

The current study's effort is to systematically investigate the impact of user experience design on online customer behavior; to do this, the study performs analytical steps so that we find out whether or not the developed hypotheses are supported.

3.2 Research Design

When doing marketing research, a research design provides a blueprint or framework. It lays out the steps for gathering the data needed to clarify and resolve marketing research problems. Even if an approach to the problem has already been identified, the study design determines the mechanism of implementing that method.

The steps in a research design are as follows:

1. Emphasizing the information that is necessary.
2. Determine whether the research is exploratory, descriptive, or causal.

3. Specify the methods for measuring and scaling;
4. Testing in advance;
5. Specify sample size as well as sampling technique.
6. Define a data analysis approach.

Descriptive research's primary goal is to explain the current condition (Malhotra N., 2007). Many sorts of surveys and fact-finding inquiries comprise descriptive research. The researcher has no control over the variables in this method, hence the researcher can only report on what is now happening or what has already occurred (Kothari, 2008).

The goal of this research is to determine the impacts of user experience design on customer behavior using empirical evidence. Furthermore, a quantitative method was applied, and all of the findings are given in statistical figures and numbers.

Furthermore, since individuals of the target population do not have an equal chance of being chosen, a non-probability sampling approach was utilized for this study. As previously stated, the target population was chosen among Iranians.

3.3 Questionnaire Design

Formal questions are given to the respondents in a questionnaire in order to gather data. Typically, a questionnaire is one of the components of a data-collection set. Data collection process can normally contain: (1) Fieldwork processes such as guidelines for selecting, reaching, and questioning respondents; (2) certain incentives for respondents, such as a present, a prize, or money; and (3) communication aids, such as items (similar to personal interviews), photos, maps, and ads, as well as return envelopes, may be included in a data collection package (similar to mail

surveys). A questionnaire was used to assess their purchasing behavior in terms of user experience techniques. The questionnaire utilized in the study was divided into two sections, with the first focusing on demographics and personal information and the second focusing on the participant's perceptions on the user experience in Iran.

Without respect to the type of monitoring, a questionnaire developed with specific aims. Objectives in all questionnaires can be summarized.

1. When a questionnaire asks a certain set of questions, it must do so in a way that is easy for the responder to understand and respond to.
2. Respondents need to be energized and motivated in order to participate in the interview and complete the interview;
3. The questionnaire should reduce the risk of incorrect answers.

3.4 Sample and Data Collection

The purpose of the study and the content of the questionnaire were thoroughly presented to the respondents. Participants were also informed that their replies would be kept private and secret. 250 questionnaires were gathered from a total of 250 via online surveys.

3.5 Questionnaire Development

Previous research (Zhao et al., 2019; Gatautis et al., 2016; Koo et al., 2014) has been reviewed and used in the development of the questionnaire for this study. The questionnaire is divided into two sections. Five demographic questions make up the first section of the survey. Age, gender, education, employment, and marital status are among the demographic questions in this research. The second portion of the questionnaire was based on dependent variables (Customer Behavior) and independent variables (Entertainment, Aesthetic, Educational, Escapist). All of the research's statistical findings were gathered using a self-administered structured

questionnaire. This was a five-point Likert scale questionnaire with a closed-ended format.

3.6 Data Analysis

The data was analyzed using correlation and multiple regression analysis based on the acquired data. A descriptive analysis was carried out in order to acquire demographic information from respondents. The Cronbach's alpha test was used to determine the scales' reliability.

The purpose of correlation analysis was to determine the strength and direction of the linear link between variables (Pallant J., 2010). Given a collection of independent variables, the multiple regression approach is used to explain variance in the dependent variable.

Chapter 4

FINDINGS AND DISUCCIONS

4.1 Introduction

Data interpretation includes explaining and determining the significance of data. Without data analysis, specifically correlation test and multiple regression analysis it is difficult or impossible to interpret raw data. To test the hypotheses, the following steps have been taken in this chapter.

A total of 249 people were questioned, with each one answering 27 distinct questions. The IBM SPSS v20 Statistics program was used to analyze the data and offer results for marketing reasons and observations.

4.2 Description of Demographic Data

Apart from the questions provided to directly major dependent and independent variables, there were some questions at the beginning of the questionnaire which were related to demographic information of respondents. The accuracy of data was proved through reliability and correlation analysis. Tables and graphs relating to the gathered sample are summarized and displayed.

4.2.1 Gender

The distribution of gender has been firstly analyzed.

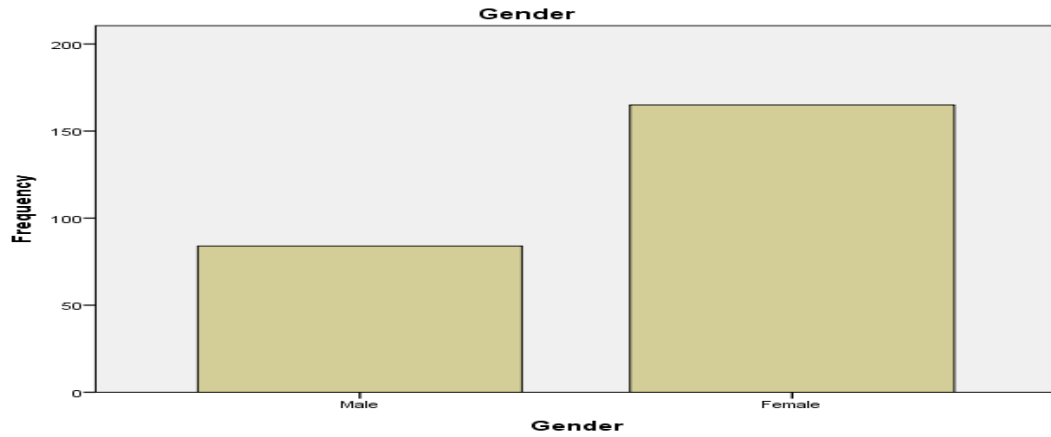


Figure 4.1: Frequency of Respondents Based on Gender

4.2.2 Marital Status

According to the figure of marital status, 102 respondents (41%) were single, while 147 respondents (59.0%) were married.

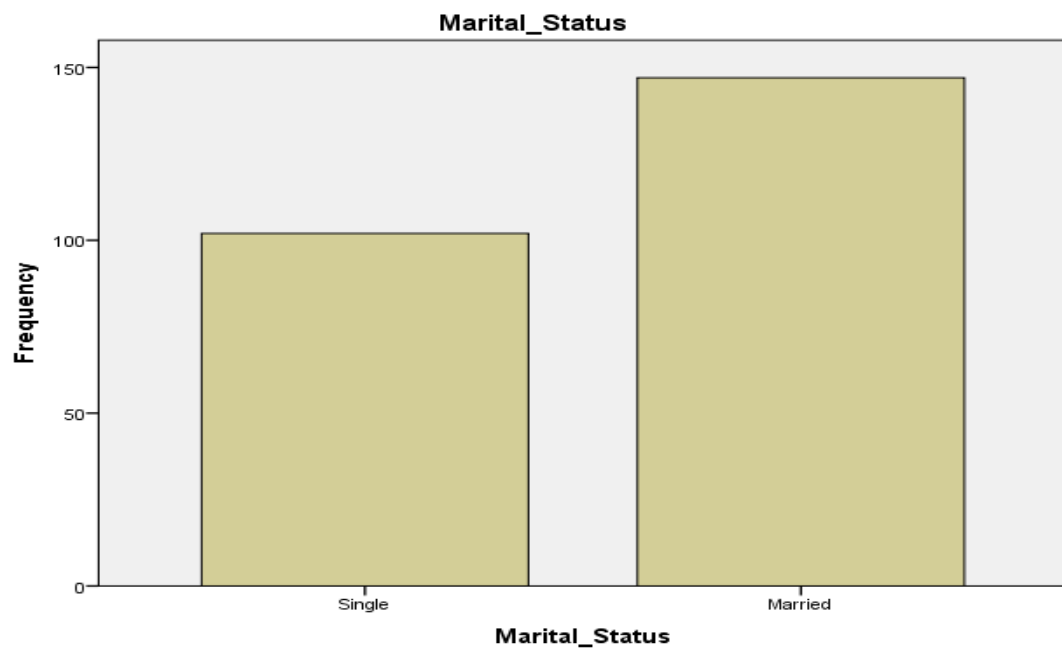


Figure 4.2: Frequency of Respondents Based on Marital Status

4.2.3 Age

In regarding the age distribution, 57.4 percent (equivalent to 143 people) are between the ages of 30 and 39, 16.1 percent (equivalent to 40 people) are between the ages of 40 and 49, 18.5 percent (equivalent to 46 people) are under the age of 30, and 8 percent (equivalent to 20 people) are 50 and older. Therefore the results can be illustrated in a diagram all together.

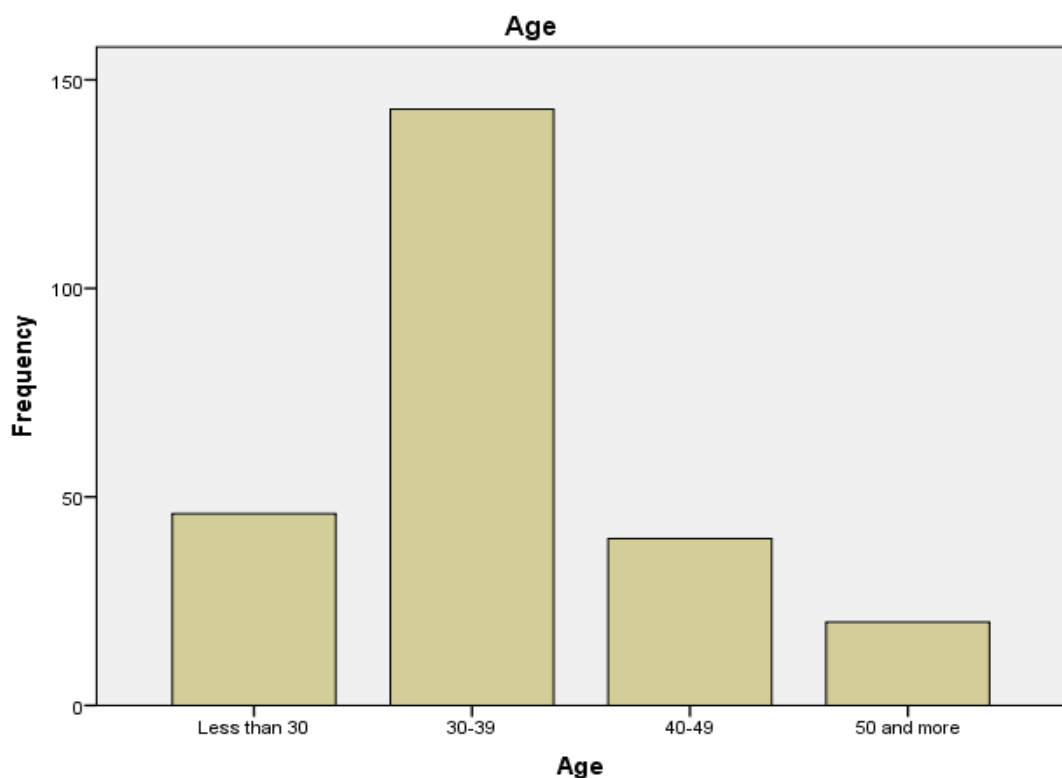


Figure 4.3: Distribution of Frequency Percentage of Respondents by Age and Gender

4.2.4 Education Level

According to statistics, 41.0 percent of the investigated sample is equivalent to 102 people with a master's or PhD, 46.2 percent is equivalent to 115 people with a bachelor's degree, and 12.9 percent is equivalent to 32 people with a high school diploma.

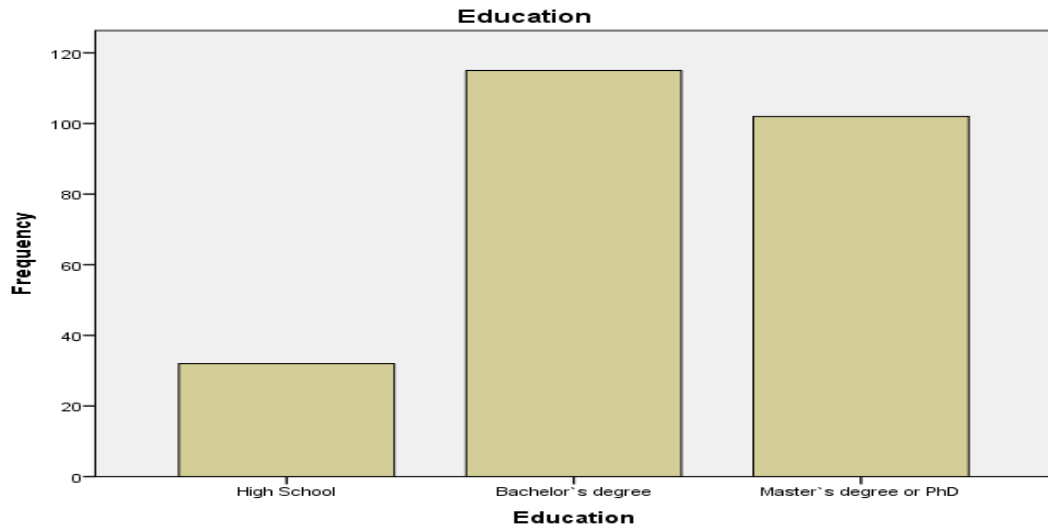


Figure 4.4: Distribution of Frequency Percentage of Respondents by Education and Gender

4.2.5 Occupation

According to the respondents' job distribution, 19.3 percent (48 people) are employees, 31.3 percent (78 people) are self-employed, 12.4 percent (31 people) are students, 4.4 percent (11 people) are retired, and 32.5 percent (81 people) are engaged in other activities such as teacher, labor, and so on.



Figure 4.5: Distribution of Frequency Percentage of Respondents by Job and Gender

4.2.6 Occupation

According to the respondents' job distribution, 19.3 percent (48 people) are employees, 31.3 percent (78 people) are self-employed, 12.4 percent (31 people) are students, 4.4 percent (11 people) are retired, and 32.5 percent (81 people) are engaged in other activities such as teacher, labor, and so on.

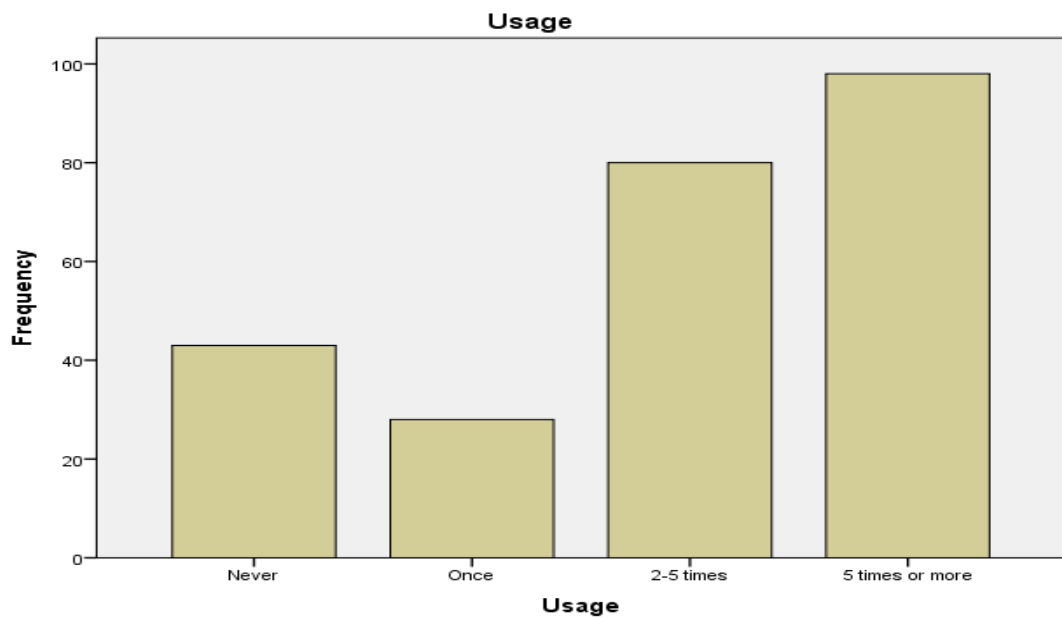


Figure 4.6: Distribution of Social Media Usage

4.3 Reliability Analysis

Molhotra (2004) described reliability as when repeating measurements results in the same findings. To check the reliability of scales, the Cronbach's Alpha test was used to see whether our scales are reliable. Based on the criterion, Cronbach's Alpha for each scale must be higher than 0.7 in order for the scale to be reliable. The reliability of all factors are as follows:

The reliability analysis of all items showed that the Chronbach's Alpha of each variable is higher than 0.7. Specifically, the Chronbach's Alpha for Visual Design,

Information Quality, Entertainment, Aesthetics, Educational, Escapist, and Customer Behavior were in turn .813, .712, .775, .779, .791, .824, .883.

4.4 Correlation Analysis

Before performing regression analysis, it is needed to run the correlation test due to check if there is correlation between dependent variable, namely consumer behavior with independent variables. Existence of this correlation between dependent and independent variable is necessity of next step which is regression. Moreover, we are going to investigate the relationship between these two variables. The result confirms that significance level for all construct is lower than 0.05; therefore, it is significant and we can apply it to majority of population. Thus, the null hypothesis is accepted.

Table 4.1: Correlation Test

		VD Mean	IQ Mean	ENT Mean	AES Mean	EDU Mean	ESC Mean	CB Mean
VD_Mean	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	249						
IQ_Mean	Pearson Correlation	.545**	1					
	Sig. (2-tailed)	.000						
	N	249	249					
ENT_Mean	Pearson Correlation	.545**	.578**	1				
	Sig. (2-tailed)	.000	.000					
	N	249	249	249				
AES_Mean	Pearson Correlation	.600**	.701**	.759**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	249	249	249	249			
EDU_Mean	Pearson Correlation	.459**	.541**	.549**	.543**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	249	249	249	249	249		

ESC_Mean	Pearson Correlation	.323**	.314**	.427**	.434**	.430**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	249	249	249	249	249	249	
CB_Mean	Pearson Correlation	.469**	.501**	.596**	.568**	.422**	.395**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	249	249	249	249	249	249	249

4.5 Regression Analysis

R-squared illustrated in Table 4.11 shows the value of .425. That is to say, about 42 percent of variation in the dependent variable, namely consumer behavior, could be explained by independent variables, namely visual design, information quality, entertainment, esthetic, educational, escapist.

Table 4.2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 ^a	.425	.411	.68618

What is more, ANOVA test revealed that P-Value is lower than 0.05. Thus, our model is working.

Table 4.3: ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.165	6	14.027	29.792	.000 ^b
	Residual	113.943	242	.471		
	Total	198.108	248			

The Table 4.12 show that each independent variable has individually significant impact on costumer behavior.

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Table 4.4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.207	.296		.699	.485
	VD_Mean	.143	.079	.115	1.803	.073
	IQ_Mean	.187	.097	.139	1.930	.055
	ENT_Mean	.391	.097	.317	4.037	.000
	AES_Mean	.121	.110	.098	1.103	.271
	EDU_Mean	.012	.080	.009	.147	.884
	ESC_Mean	.138	.059	.133	2.347	.020

The standardized coefficients demonstrate that if visual design increases by one unit, consumer behavior will rise by .115. Moreover, in case that information quality grows by one-unit, dependent variable will go up by .139. Furthermore, in condition that entertainment rises by one-unit, dependent variable will increase by .317. Additionally, if esthetic goes up by one-unit, dependent variable will increase by .098. What is more, if educational increases by one-unit, dependent variable will increase by .009. Finally, if escapist goes up by one-unit, dependent variable will increase by .133.

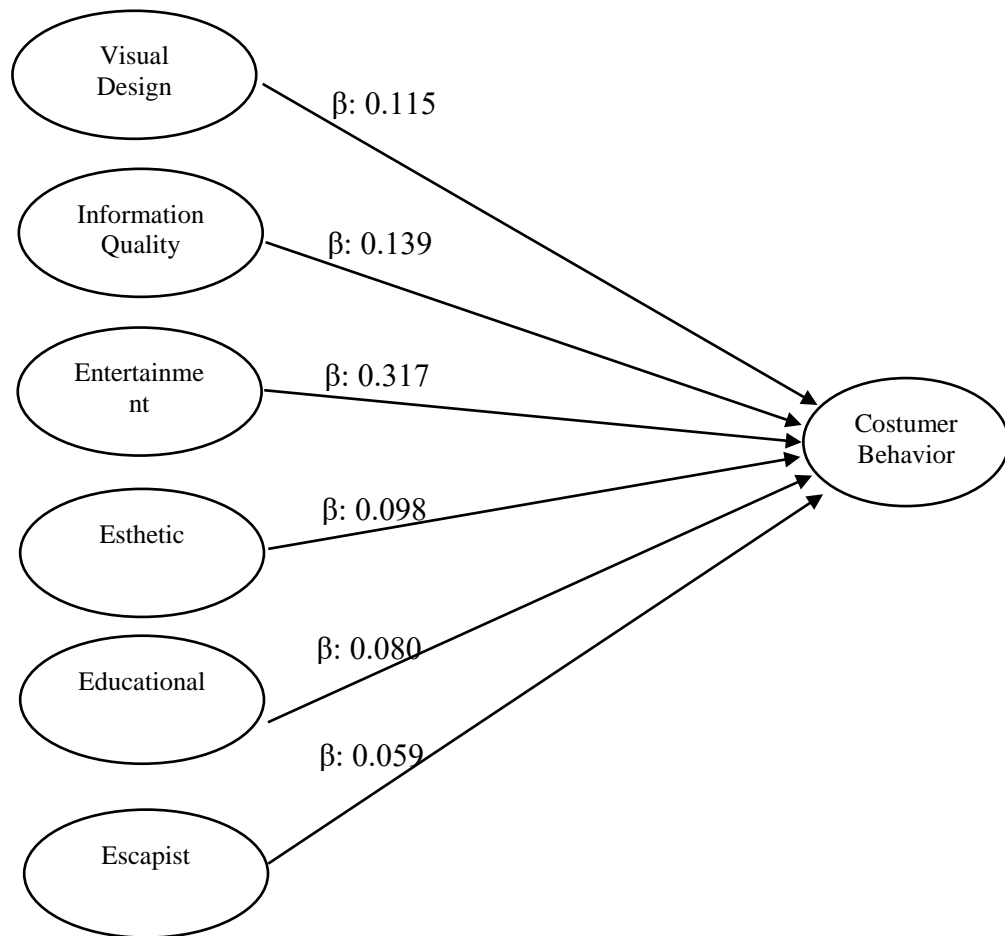


Figure 4.7: The Illustration of the Model with Coefficients

Chapter 5

CONCLUSION

5.1 Discussion of Findings

As is observed from the multiple regression analysis, the effect of entertainment and escapist is significant in a positive way. Moreover, the effect of information quality can be regarded as a borderline figure scoring the number of 0.05 which could be significantly positive under special circumstance. However, the rest of independent variables, namely visual design, aesthetic, and educational did not show significant effect—according to the coefficient table—on dependent variable, specifically consumer behavior. These results are in favor of the result of a study by Arribas and Alfaro, (2018)—mentioned in the literature—based on which a visually pleasant website is expected to possess helpful consequences for consumer buying behavior. As discussed in the literature, Koo et al., (2014) argued that text-, visual- and interaction-based, titled as information quality, can cooperate visual design and encourage consumer to buy certain products; this statement is consistent with the outcomes derived from information quality in this study.

On the other hand, Trevino and Webster (1992) depicted a paradigm— as discussed in the literature—according to which organism variables titled in turn as entertainment, aesthetic, educational, and escapist potentially create customer behavior and cultivate the degree to which consumers are willing to purchase. However, the outcome of the study is partially against this view in the sense that the

only significant effect belongs to escapist and the rest of elements do not have significant impact on consumer behavior although their effect is positive.

5.2 Implications

The results can bring us to the fact that stimulus variables and customer behavior are closely interconnected with each other. That is to say, visual design and information quality are two major factors that can determine how consumer behave, when they purchase, and under which circumstances they are more willing to buy. Thus, it could be a useful clue for marketers and managers who are going to set their own business. It actually implies the fact that in order to attract and keep customers, the marketers are expected to be able to provide the information which is visually informative and designed so that they can deal with potential and perspective customers satisfactorily which in itself can create customer satisfaction and raise customer loyalty that are both accounted for important capital of a successful business.

Furthermore, this study potentially contains some useful clues regarding what is namely called—in the framework of this study— as organism variables under the title of entertainment, esthetic, educational, and escapist. According to the results, it can be concluded that not all the organism variables are determinants of customer behavior; in fact, among the four elements, two of them, titled as entertainment and escapist, appeared to be key elements. Hence, it is suggested that marketers and managers who set the policy of selling and advertisement should focus on these two components and pay attention to the fact that the more activity opportunity for customers—which is necessity of escapist feature as discussed in the literature—as well as the more entertaining product will result in more demand and selling.

5.3 Limitations of the Study

Some limitations were observed during this research work mainly within the data collection process which made it difficult to carry our research and imposed some inevitable constraints.

One of the limitations observed during this research work was the difficulty in gathering desired data for the research work as a result of time constrain as well as the COVID-19 pandemic. This issue especially appeared as a serious problem over the time period during which there were curfew regulations and lockdown due to the outbreak of virus imposed by the government to control the virus.

Furthermore, reluctance of the respondents to respond to questions posed on them due to some personal or situational reasons of the time being was another problematic issue faced by author.

Finally, the information was gathered from people in Iran who either was or was not familiar social media. Hence, the generalization of the results must be made with care. In addition, the research results might not be applied to other parts of this country.

5.4 Recommendations for Further Studies

First of all, this study considers only mediator factors in the association between costumer behavior and stimulus variables. However, it is clear that there are a variety of other factors that can intervene in this relationship. Therefore, research studying other factors that probably and potentially influence this association can be under consideration.

Moreover, it would be stimulating to detect whether or not all the regions of the desired countries respond to the factors of this study in the same way. It is because we clearly know that Iran is a big country with cultural diversity, different languages, and different tastes and backgrounds. Hence, these elements should be precisely considered by future researchers to be able to properly generalize the results and carefully distinguish the differences.

Investigating the possible effects of demographic factors such as the personal income and age on purchasing behavior can be a good area for future researches.

Finally, since the culture has a crucial role in determining people's behavior, this important component must be separately regarded. Therefore, in future, it is recommended that a study specifying and consisting of different types of cultures is carried out.

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APPENDIX

The Effect of User Experience Design on Online Consumer Behavior

Visual Design					
1- The visual appearance and manner of this Digikala website was professional	1	2	3	4	5
2- The display of this Digikala website revealed a high level of artistic Sophistication	1	2	3	4	5
3- The overall layout of this Digikala website was aesthetically pleasing Information quality	1	2	3	4	5
Information Quality					
4- The information of this Digikala website was well organized	1	2	3	4	5
5- The illustrations for the products and services at this Digikala website were helpful in making a purchase decision	1	2	3	4	5
6- This Digikala website's content was easy for me to understand	1	2	3	4	5
Entertainment					
7. The Digikala website design was amusing to me	1	2	3	4	5
8.The way the product was present on the Digikala website was very	1	2	3	4	5
9- I enjoyed looking at the new product presentations on the Digikala website	1	2	3	4	5
Aesthetic					
10-The Digikala website product presentation really showed attention to design detail	1	2	3	4	5
11- Just browsing the product co-design platform on the Digikala website provided me enjoyment	1	2	3	4	5

12. The product presentation of the Digikala website provided pleasure to my senses	1	2	3	4	5
Educational					
13- The co-design process on the website has made me more knowledgeable about Digikala	1	2	3	4	5
14- Participating in the Digikala co-design process stimulated my curiosity to learn new things	1	2	3	4	5
15- The Digikala co-design process created a shopping experience that was educational to me	1	2	3	4	5
Escapist					
16- While looking at the product on the Digikala website, I completely escaped from reality	1	2	3	4	5
17- When looking at the product on the Digikala website, I totally forgot about my daily routine	1	2	3	4	5
18-When looking at the product on the OMC website, I felt I was in a different world	1	2	3	4	5
Costumer Behavior					
19 - Assuming I was actually shopping for products, I would be willing to purchase products from the Digikala website	1	2	3	4	5
20 - I would recommend the Digikala website to someone who seeks my advice	1	2	3	4	5
21 - I would revisit the Digikala website to buy products	1	2	3	4	5