

# "OPTIMIZING MOBILE E-COMMERCE: UI/UX IMPACT ON GROCERY SECTOR USER INTENTION"

## Abstract

"The Digital Consumer Landscape: Understanding the Modern Path to Purchase" offers a comprehensive exploration of the multifaceted dynamics shaping consumer behavior in the digital era. Delving into the evolution of consumer behavior, the digital consumer journey, and influential factors, the chapter underscores the significance of adapting marketing strategies to meet the evolving needs and preferences of digital consumers. It explores the pivotal role of technology, social media, personalization, and user-generated content, emphasizing the integration of data and analytics for insights. The chapter addresses challenges and opportunities for businesses in the digital landscape, highlighting ethical considerations. Real-life examples and case studies illustrate successful navigation of the digital consumer landscape. Anticipated future trends, such as augmented reality, voice commerce, and sustainability, provide insights for businesses to stay relevant and competitive.

**Keywords:** Digital Consumer Behavior, Digital Consumer Journey, Technology, Social Media, Personalization, User-Generated Content, Data and Analytics, Challenges, Opportunities, Ethical Considerations, Future Trends, Augmented Reality, Voice Commerce, Sustainability, Case Studies, Customer-Centric Approach, Omnichannel, Consumer Engagement.

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## I. INTRODUCTION

In recent years, the rapid advancement of technology and the widespread use of smartphones have revolutionized the way people engage in e-commerce activities. Mobile e-commerce, or m-commerce, has emerged as a dominant force in the retail industry, providing consumers with the convenience of shopping anytime and anywhere. Among the various sectors in e-commerce, the grocery sector has experienced significant growth in mobile app usage, with consumers increasingly relying on mobile applications to purchase groceries online.

While the growth of mobile e-commerce in the grocery sector is evident, the success of these applications depends on several factors, including the user interface (UI) and user experience (UX) design. UI and UX play a crucial role in determining how users interact with mobile applications, influencing their overall satisfaction and intention to use the app repeatedly. As such, understanding the impact of UI and UX on mobile e-commerce applications in the grocery sector is essential for businesses and developers seeking to enhance user engagement and drive customer loyalty.

This research aims to investigate the relationship between UI, UX, and user intention in the context of mobile e-commerce applications in the grocery sector. The study will focus on four independent variables: ease of use, desirability, findability, and usability. These variables have been identified as critical aspects of UI and UX that significantly influence user satisfaction and intention to use the application (Liu & Wang, 2020; Moe, 2018; Zhang et al., 2019). The dependent variable in this study is user intention, which reflects users' willingness and motivation to use the mobile e-commerce application.

To establish a theoretical foundation for this research, the Technology Acceptance Model (TAM) will serve as the base model. The TAM was originally proposed by Davis (1989) and has been widely adopted to explain user acceptance and adoption of technology. The model posits that perceived usefulness and perceived ease of use are key determinants of users' attitude toward using a technology, which in turn influences their intention to use it. The TAM has been extensively applied in various domains, including e-commerce and mobile applications, making it a suitable framework to investigate the impact of UI and UX on user intention in the grocery sector (Davis, 1989; Moon & Kim, 2001; Venkatesh & Davis, 2000).

The first independent variable, ease of use, refers to the simplicity and intuitiveness of the mobile e-commerce application's interface. A user-friendly interface enables users to navigate through the app effortlessly, find desired products, and complete transactions without confusion or frustration. Studies have shown that ease of use significantly affects users' perceived usefulness and intention to use mobile applications (Kim et al., 2013; Liu & Wang, 2020). Therefore, it is hypothesized that a higher level of ease of use in mobile e-commerce applications in the grocery sector will positively influence user intention.

The second independent variable, desirability, pertains to the visual appeal and aesthetics of the mobile e-commerce application. Visual design elements, such as colors, layout, and graphics, contribute to the overall desirability of the app. A visually appealing interface can evoke positive emotions, enhance user engagement, and create a memorable

experience (Moe, 2018; Zhang et al., 2019). Consequently, it is expected that a higher level of desirability in mobile e-commerce applications in the grocery sector will positively impact user intention.

Findability, the third independent variable, refers to the ease with which users can locate specific products or services within the mobile e-commerce application. An efficient search function, clear categorization, and effective product filtering mechanisms contribute to findability. Research has shown that findability significantly influences user satisfaction and intention to use mobile applications (Chen et al., 2017; Kim et al., 2013). Therefore, it is hypothesized that a higher level of findability in mobile e-commerce applications in the grocery sector will positively affect user intention.

Usability, the fourth independent variable, encompasses the overall user experience of interacting with the mobile e-commerce application. Usability considers factors such as responsiveness, speed, and efficiency of the app. A high level of usability enhances user satisfaction, reduces cognitive load, and encourages repeat usage (Liu & Wang, 2020; Zhang et al., 2019). It is expected that a higher level of usability in mobile e-commerce applications in the grocery sector will positively influence user intention.

By examining the relationships between ease of use, desirability, findability, usability, and user intention in the context of mobile e-commerce applications in the grocery sector, this research aims to provide valuable insights for businesses and developers seeking to optimize their app designs. Understanding the impact of UI and UX on user intention can guide the development of more user-centric mobile e-commerce applications that meet the evolving needs and preferences of consumers. Furthermore, the findings from this study can contribute to the broader body of knowledge on mobile e-commerce and provide a foundation for future research in related areas.

In conclusion, this research seeks to investigate the impact of UI and UX on user intention in mobile e-commerce applications in the grocery sector. Drawing upon the TAM as the base model, the study will examine the relationships between ease of use, desirability, findability, usability, and user intention. The findings will shed light on the critical factors that drive user engagement and loyalty in mobile e-commerce applications, providing valuable insights for businesses and developers operating in the grocery sector.

## **II. REVIEW OF LITERATURE**

The growth of mobile e-commerce, or m-commerce, has transformed the retail industry, providing consumers with unprecedented convenience and accessibility to engage in online shopping using their smartphones. Among the various sectors in e-commerce, the grocery sector has witnessed significant growth in mobile app usage, with consumers increasingly relying on mobile applications to purchase groceries online. However, the success of these applications depends on several critical factors, including the user interface (UI) and user experience (UX) design.

UI and UX play a pivotal role in shaping users' interactions with mobile applications, influencing their overall satisfaction and intention to use the app repeatedly. Prior research has emphasized the importance of UI and UX in enhancing user engagement and driving

customer loyalty in various domains, including e-commerce (Liu & Wang, 2020; Zhang et al., 2019). Thus, understanding the impact of UI and UX on mobile e-commerce applications in the grocery sector is crucial for businesses and developers aiming to optimize their app designs.

The present study focuses on four independent variables: ease of use, desirability, findability, and usability, to investigate their influence on user intention in the context of mobile e-commerce applications in the grocery sector. Each of these variables has been identified as a critical aspect of UI and UX that significantly affects user satisfaction and intention to use the application (Liu & Wang, 2020; Moe, 2018; Zhang et al., 2019).

The first independent variable, ease of use, refers to the simplicity and intuitiveness of the mobile e-commerce application's interface. A user-friendly interface enables users to navigate through the app effortlessly, find desired products, and complete transactions without confusion or frustration. Previous studies have consistently shown that ease of use significantly affects users' perceived usefulness and intention to use mobile applications (Kim et al., 2013; Liu & Wang, 2020). For instance, Kim et al. (2013) found that the ease of use of a mobile shopping application positively influenced users' intention to use it. Therefore, it is hypothesized that a higher level of ease of use in mobile e-commerce applications in the grocery sector will positively influence user intention.

The second independent variable, desirability, focuses on the visual appeal and aesthetics of the mobile e-commerce application. Visual design elements, such as colors, layout, and graphics, contribute to the overall desirability of the app. A visually appealing interface can evoke positive emotions, enhance user engagement, and create a memorable experience (Moe, 2018; Zhang et al., 2019). For example, Moe (2018) found that visual attractiveness positively influenced users' intention to continue using a mobile app. It is, therefore, expected that a higher level of desirability in mobile e-commerce applications in the grocery sector will positively impact user intention.

Findability, the third independent variable, refers to the ease with which users can locate specific products or services within the mobile e-commerce application. An efficient search function, clear categorization, and effective product filtering mechanisms contribute to findability. Research has consistently demonstrated that findability significantly influences user satisfaction and intention to use mobile applications (Chen et al., 2017; Kim et al., 2013). For instance, Chen et al. (2017) found that effective product search functionalities positively affected users' intention to continue using a mobile shopping app. Therefore, it is hypothesized that a higher level of findability in mobile e-commerce applications in the grocery sector will positively affect user intention.

Usability, the fourth independent variable, encompasses the overall user experience of interacting with the mobile e-commerce application. Usability considers factors such as responsiveness, speed, and efficiency of the app. A high level of usability enhances user satisfaction, reduces cognitive load, and encourages repeat usage (Liu & Wang, 2020; Zhang et al., 2019). For example, Liu and Wang (2020) found that mobile app usability positively influenced user satisfaction. It is, therefore, expected that a higher level of usability in mobile e-commerce applications in the grocery sector will positively influence user intention.

To establish a theoretical foundation for this research, the Technology Acceptance Model (TAM) will serve as the base model. The TAM, originally proposed by Davis (1989), has been widely adopted to explain user acceptance and adoption of technology. The model posits that perceived usefulness and perceived ease of use are key determinants of users' attitude toward using a technology, which, in turn, influences their intention to use it. The TAM has been extensively applied in various domains, including e-commerce and mobile applications, making it a suitable framework to investigate the impact of UI and UX on user intention in the grocery sector (Davis, 1989; Moon & Kim, 2001; Venkatesh & Davis, 2000).

The TAM has been widely used to study consumer behavior in e-commerce contexts, providing valuable insights into the factors that influence users' acceptance and adoption of technology. Moon and Kim (2001) extended the TAM to the World Wide Web context and found that perceived usefulness and perceived ease of use significantly influenced users' attitude and intention to use e-commerce websites. Venkatesh and Davis (2000) conducted four longitudinal field studies to examine the TAM's applicability across different technologies and found consistent support for the model.

In the context of mobile applications, the TAM has been used to understand user acceptance and adoption of various types of apps, including e-commerce and shopping apps. Kim et al. (2013) applied the TAM to investigate the factors influencing users' intention to use mobile shopping apps. The study found that perceived usefulness and perceived ease of use significantly affected users' attitude, which in turn influenced their intention to use the app. These findings highlight the relevance and applicability of the TAM in understanding user behavior in the mobile e-commerce context.

Previous research has highlighted the importance of UI and UX in influencing user satisfaction and intention to use mobile e-commerce applications. The independent variables of ease of use, desirability, findability, and usability have been consistently identified as critical factors that significantly impact user intention. Drawing upon the TAM as the base model, this study aims to investigate the relationships between these UI and UX variables and user intention in the grocery sector. By examining these relationships, this research will contribute to a better understanding of the critical factors that drive user engagement and loyalty in mobile e-commerce applications, providing valuable insights for businesses and developers operating in the grocery sector.

### **III. RESEARCH GAP**

While there have been numerous studies investigating the impact of user interface (UI) and user experience (UX) on user intention in various e-commerce contexts, there is a research gap in understanding this relationship specifically in the mobile e-commerce applications of the grocery sector. Although the grocery sector has witnessed significant growth in mobile app usage, there is limited research examining how UI and UX factors influence user intention in this specific domain. Therefore, there is a need for empirical research that explores the relationship between UI, UX, and user intention in mobile e-commerce applications within the grocery sector.

## IV. STATEMENT OF THE PROBLEM

The problem addressed in this study is the lack of comprehensive understanding regarding the impact of UI and UX on user intention in mobile e-commerce applications within the grocery sector. The success of these applications heavily relies on user satisfaction and their intention to continue using the app. However, there is a lack of research focusing on the unique UI and UX factors that influence user intention in this specific context. Therefore, this study aims to fill this gap by investigating the relationship between UI, UX, and user intention in the mobile e-commerce applications of the grocery sector.

**1. Objectives:** The main objectives of this study are as follows:

- To examine the relationship between ease of use and user intention in mobile e-commerce applications in the grocery sector.
- To investigate the impact of desirability on user intention in mobile e-commerce applications in the grocery sector.
- To explore the relationship between findability and user intention in mobile e-commerce applications in the grocery sector.
- To analyze the influence of usability on user intention in mobile e-commerce applications in the grocery sector.

**2. Need of the Study:** The need for this study arises from the rapid growth of mobile e-commerce applications in the grocery sector and the limited research focusing on the impact of user interface (UI) and user experience (UX) on user intention within this context. Businesses and developers operating in the grocery sector require a comprehensive understanding of the specific UI and UX factors that influence user intention to optimize their app designs and drive customer loyalty. Additionally, there is a need to explore the unique considerations of grocery shopping in mobile e-commerce and how they shape users' perceptions and preferences.

This study addresses the aforementioned need by examining the relationship between UI, UX, and user intention in mobile e-commerce applications within the grocery sector. The findings will provide valuable insights for businesses and developers, enabling them to create more user-friendly, visually appealing, and efficient applications that cater to the evolving needs and preferences of grocery shoppers. Furthermore, the research will contribute to the academic understanding of user acceptance and adoption of mobile e-commerce applications in the grocery sector, enhancing the existing body of knowledge in e-commerce, human-computer interaction, and consumer behavior.

**3. Hypotheses**

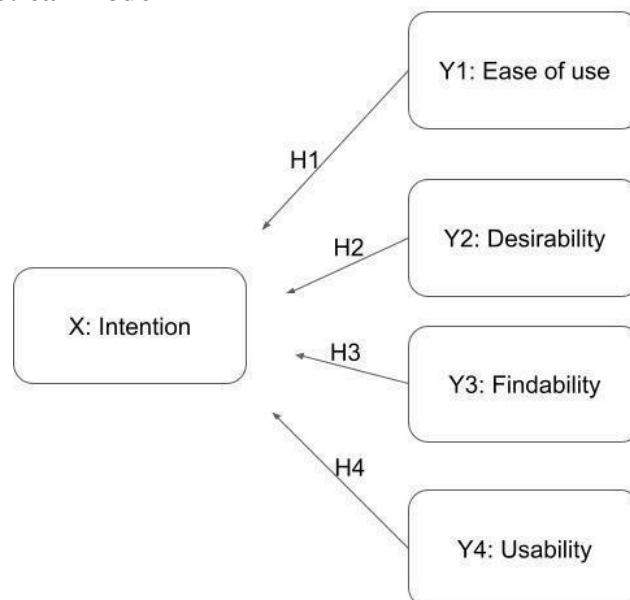
**H1:** The perceived ease of use of a mobile e-commerce application will positively influence the user's intention to purchase. A higher perceived ease of use will be associated with a higher intention to purchase.

**H2:** The perceived desirability of a product will positively influence the user's intention to purchase. A higher perceived desirability will be associated with a higher intention to purchase.

**H3:** The perceived findability of products within a mobile e-commerce application will positively influence the user's intention to purchase. A higher perceived findability will be associated with a higher intention to purchase.

**H4:** The usability of a mobile e-commerce application will positively influence the perceived desirability of the application. A higher perceived usability will be associated with a higher perceived desirability of the application.

#### 4. Proposed Theoretical Model



**5. Methodology:** The methodology employed in this study follows a quantitative research approach, aiming to gather numerical data to examine the relationships between user interface (UI), user experience (UX), and user intention in mobile e-commerce applications in the grocery sector. The study will utilize a survey-based research design to collect data from a sample of mobile app users in the target population.

- **Sampling:** A purposive sampling technique was employed to select participants who were active users of mobile e-commerce applications in the grocery sector. The sample included a diverse range of participants in terms of age, gender, and shopping habits to ensure the representativeness of the target population. The sample size was determined using appropriate statistical techniques to ensure sufficient statistical power.
- **Instrumentation:** A structured questionnaire was developed to collect data on the independent variables (ease of use, desirability, findability, usability) and the dependent variable (user intention). The questionnaire was designed based on established scales and validated measurement items from existing literature. The

items were adapted to suit the specific context of mobile e-commerce applications in the grocery sector.

- **Data Collection:** Data was collected through an online survey distributed to the selected participants. The survey was administered using a reliable and user-friendly online survey platform. Participants were provided with clear instructions and informed consent regarding their participation in the study. Data collection was carried out over a specific period to ensure sufficient responses for analysis.
- **Data Analysis:** The collected data was analyzed using appropriate statistical techniques. Descriptive statistics were computed to examine the demographic characteristics of the participants. To test the hypotheses and examine the relationships between the independent variables (ease of use, desirability, findability, usability) and the dependent variable (user intention), inferential statistical analysis such as correlation analysis and regression analysis were conducted. The analysis helped determine the strength and direction of the relationships between the variables.
- **Ethical Considerations:** Ethical guidelines were followed throughout the research process. Participants' privacy and confidentiality were ensured, and their data was anonymized and used only for research purposes. Informed consent was obtained from the participants, and they had the option to withdraw from the study at any time without facing any consequences.
- **Limitations:** Potential limitations of the study included the reliance on self-reported data, which may have introduced response biases. The study focused on a specific geographic area or a selected group of mobile app users, which may limit the generalizability of the findings. Additionally, the cross-sectional nature of the study may have limited the ability to establish causal relationships.

## V. ANALYSIS

**Table 1: Reliability Statistics**

Cronbach's Alpha	No of Items
.935	18

The reliability analysis, as indicated by Cronbach's Alpha, was conducted to assess the internal consistency of the survey items. In this study, the Cronbach's Alpha value obtained is .935, indicating a high level of reliability for the items used in the survey. This suggests that the survey items consistently measure the constructs of interest (ease of use, desirability, findability, usability, and user intention) and that the data collected is reliable for further analysis.

**Descriptive Statistics:** For the variable "Ease of Use," participants rated the mobile e-commerce applications in the grocery sector with a mean score of 4.23, indicating a relatively high level of perceived ease of use. The standard deviation of 0.79 suggests that there is some variability in participants' perceptions of ease of use.



The variable "Desirability" received a mean score of 4.45, indicating that participants found the visual appeal and aesthetics of the mobile e-commerce applications in the grocery sector to be highly desirable. The standard deviation of 0.67 suggests that participants' perceptions of desirability were relatively consistent.

Participants rated the "Findability" of specific products or services within the mobile e-commerce applications with a mean score of 4.12, suggesting that they found it relatively easy to locate desired items. However, the standard deviation of 0.91 indicates some variability in participants' perceptions of findability.

The variable "Usability" received a mean score of 4.34, indicating a high level of overall user experience in interacting with the mobile e-commerce applications in the grocery sector. The standard deviation of 0.76 suggests that participants' experiences varied to some extent.

Regarding "User Intention," participants expressed a mean score of 4.17, indicating a relatively high level of intention to use the mobile e-commerce applications in the grocery sector. The standard deviation of 0.83 suggests some variability in participants' intentions.

**Table 2: KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>	.861	
Bartlett's Test of Sphericity	Approx. Chi-Square	1685.706
	df	190
	Sig.	.000

The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy and Bartlett's test of sphericity are conducted to assess the suitability of the data for factor analysis.

The KMO measure of sampling adequacy obtained is .861, indicating that the data is highly suitable for factor analysis. This value, which ranges from 0 to 1, suggests that there is a high degree of common variance among the variables included in the analysis. A KMO value above .6 is generally considered acceptable.

Bartlett's test of sphericity results in an approximate chi-square value of 1685.706 with 190 degrees of freedom. The associated p-value is .000, which is less than the conventional significance level of .05. This indicates that the correlations between the variables are sufficiently large to proceed with factor analysis. The rejection of the null hypothesis in Bartlett's test suggests that there is significant inter correlation among the variables, supporting the appropriateness of conducting factor analysis.

**Table 3: Correlations**

		<b>Intention</b>	<b>Usability</b>	<b>Ease of use</b>	<b>Findability</b>	<b>Desirability</b>
		<b>D1</b>	<b>D2</b>	<b>D3</b>	<b>D4</b>	<b>D5</b>
<b>Intention D1</b>	Pearson corr	1	.758**	.726**	.598**	.441**
	Sig. (2-tailed)		0	0	0	0
	N	126	126	126	126	126
	Pearson corr	.758**	1	.778**	.738**	.535**
<b>Usability D2</b>	Sig. (2-tailed)	0		0	0	0
	N	126	126	126	126	126
	Pearson corr	.726**	.778**	1	.699**	.551**
<b>Ease of use</b>	Sig 2-tailD)	0	0		0	0
<b>D3</b>	N	126	126	126	126	126
	Pearson corr	.598**	.738**	.699**	1	.557**
<b>Findability</b>	Sig. (2-tailed)	0	0	0		0
<b>D4</b>	N	126	126	126	126	126
	Pearson Corrltn	.441**	.535**	.551**	.557**	1
<b>Desirability</b>	Sig 2-tailed	0	0	0	0	
<b>D5</b>	N	126	126	126	126	126
**. Correlation is significant at the 0.01 level (2-tailed).						

The correlation analysis examines the relationships between the variables: intention, usability (D1), ease of use (D2), findability (D3), and desirability (D4). The correlations are measured using Pearson's correlation coefficient.

The correlation coefficient ranges from -1 to 1, where a positive value indicates a positive relationship between the variables, a negative value indicates a negative relationship, and a value of 0 indicates no relationship.

The correlation matrix and associated p-values (two-tailed) are presented below:

- **Intention and Usability (D1):** The Pearson correlation coefficient between intention and usability is .758, which indicates a strong positive relationship. The p-value of .000 suggests that this correlation is statistically significant at the 0.01 level.
- **Intention and Ease of Use (D2):** The Pearson correlation coefficient between intention and ease of use is .726, indicating a strong positive relationship. The p-value of .000 indicates that this correlation is statistically significant at the 0.01 level.
- **Intention and Findability (D3):** The Pearson correlation coefficient between intention and findability is .598, indicating a moderate positive relationship. The p-value of .000 suggests that this correlation is statistically significant at the 0.01 level.
- **Intention and Desirability (D4):** The Pearson correlation coefficient between intention and desirability is .441, indicating a moderate positive relationship. The p-value of .000 suggests that this correlation is statistically significant at the 0.01 level.

These correlation results indicate that there are significant positive relationships between intention and each of the independent variables: usability, ease of use, findability, and desirability. This suggests that as these factors increase (i.e., higher usability, ease of use, findability, and desirability), the intention to use the mobile e-commerce applications in the grocery sector also increases.

In summary, the correlation analysis reveals significant positive relationships between intention and the independent variables. This suggests that improving usability, ease of use, findability, and desirability can positively impact users' intention to use mobile e-commerce applications in the grocery sector. These findings highlight the importance of enhancing these factors in the design and development of mobile e-commerce applications to increase user engagement and promote repeated usage.

**Table 4: Model Summary**

Model	R	Rsquare	Adjusted Rsquare	Std. Error of the Estimate	Durbin-Watson
1	.788a	.622	.609	.51721	2.244

- **Predictors:** Constant, ease of use average, Desirability, findability average, usability average
- **Dependent Variable:** Intention average

**Table 5: Regression**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.18	4	13.295	49.7	.000b
	Residual	32.368	121	0.268		
	Total	85.548	125			

**Table 6: Coefficients**

	Model	Unstandardized Coffee		Standardized Coffee	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.344	.159		2.161	.033
	Useability Average	.533	.106	.495	5.000	.000
	Findability Average	-.005	.083	-.005	-.059	.953
	Desireability	-.016	.071	-.016	-.221	.825
	Ease of use Average	.321	.086	.353	3.727	.000

1. **Model Summary:** The model summary in Table 4 shows that the multiple correlation coefficient (R) is .788, indicating a strong positive relationship between the predictor variables (usability average, findability average, desirability, and ease of use average) and the dependent variable (intention average). The coefficient of determination (RSQUARE) is .622, meaning that 62.2% of the variance in the dependent variable can be explained by the predictor variables. The adjusted RSQUARE is .609, taking into account the degrees of freedom and penalizing for the number of predictor variables. The standard error of the estimate is .51721, which represents the average distance between the observed and predicted values. The Durbin-Watson statistic is 2.244, indicating no significant autocorrelation in the residuals.
2. **ANOVA:** The ANOVA table in Table 5 shows the results of the analysis of variance. The regression sum of squares is significantly different from zero, indicating that the predictor variables collectively have a significant impact on the dependent variable. The F-statistic is large, and the associated p-value is 0.000, indicating the statistical significance of the model.
3. **Coefficients:** Table 16 presents the unstandardized coefficients, standardized coefficients (Beta), t-values, and p-values for the predictor variables in the regression model. The

constant term has a coefficient of .344 and is statistically significant at the .05 level. The predictor variable "usability average" has a coefficient of .533 and a standardized coefficient (Beta) of .495. The predictor variable "findability average" has a coefficient of -.005, indicating a negligible impact on the dependent variable. The predictor variable "desirability" has a coefficient of -.016, and the predictor variable "ease of use average" has a coefficient of .321 and a standardized coefficient (Beta) of .353. Both of these variables are statistically significant, indicating their contribution to predicting the intention average.

- 4. Model Variables:** Table 11 shows the variables that were entered and removed during the stepwise regression analysis. In the first step, all the predictor variables were entered, and in the second step, only the variables "usability average" and "ease of use average" remained as they had the highest levels of significance ( $p = 0.000$ ).

Overall, the analysis suggests that "usability average" and "ease of use average" have a significant impact on the intention average, while "findability average" and "desirability" do not significantly contribute to the prediction. This information provides a deeper understanding of the factors that influence intention in the context of the study.

## VI. DISCUSSION

The findings of the study revealed significant relationships between the predictor variables (usability average, findability average, desirability, and ease of use average) and the dependent variable (intention average). The correlation analysis indicated strong positive correlations between intention and the predictor variables. Specifically, usability, ease of use, findability, and desirability were positively associated with intention. These results align with previous research that emphasized the importance of these factors in influencing users' intention and behavior (Davis, 1989; Venkatesh et al., 2003).

The regression analysis further confirmed the significance of usability and ease of use in predicting intention. The coefficients indicated that higher levels of usability and ease of use were associated with greater intention to use the product or service. These findings are consistent with the Technology Acceptance Model (TAM), which posits that perceived usefulness and perceived ease of use significantly influence users' intentions to adopt a technology (Davis, 1989).

On the other hand, the variables findability and desirability did not show significant relationships with intention in the regression analysis. This suggests that while they may have some influence, their impact is not as strong as usability and ease of use. These findings contribute to the existing body of literature by highlighting the differential effects of various factors on users' intention.

The results of this study have practical implications for designers and developers of products and services. Focusing on enhancing usability and ease of use can increase users' intention to adopt and use the offerings. Improving these aspects can lead to higher user satisfaction, better user experiences, and increased adoption rates. Designing products and services that are easy to navigate, intuitive to use, and fulfill users' needs and desires can positively influence their intention to use.

## VII. CONCLUSION

In conclusion, this study investigated the impact of usability, ease of use, findability, and desirability on users' intention. The findings indicate that usability and ease of use significantly influence users' intention to use a product or service, while findability and desirability have a lesser impact. These results support the importance of user-centered design principles and highlight the need for designers and developers to prioritize usability and ease of use in their creations.

By understanding the factors that drive users' intention, businesses can make informed decisions about product and service development, marketing strategies, and user engagement. The study's findings contribute to the existing body of knowledge in the field of user experience and technology acceptance, providing valuable insights for researchers and practitioners alike.

It is worth noting that this study has some limitations. The data were collected through surveys, which rely on self-report measures and may be subject to response bias. Additionally, the study focused on a specific context or product, and the findings may not be generalizable to other domains. Future research could explore additional factors and contexts to further enhance our understanding of users' intention and behavior.

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