



**REPUBLIC OF TÜRKİYE
HALIÇ UNIVERSITY
INSTITUTE FOR GRADUATE STUDIES**

**THE ROLE OF WEBSITE USABILITY AND BRANDED APP USABILITY
IN SHAPING ONLINE PURCHASE INTENTION OF MOROCCAN
FASHION BRANDS**

**Imane DARFAOUI
DEPARTMENT OF BUSINESS ADMINISTRATION**

MASTER'S THESIS

**ADVISOR
Asst.Prof.Sibel DEMIREL**

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Imane DARFAOUI tarafından hazırlanan "THE ROLE OF WEBSITE USABILITY AND BRANDED APP USABILITY IN SHAPING ONLINE PURCHASE INTENTION OF MOROCCAN FASHION BRANDS" adlı tez çalışması, aşağıdaki jüri tarafından OY BİRLİĞİ / OY ÇOKLUĞU ile Haliç Üniversitesi Lisansüstü Eğitim Enstitüsü Business Administration Anabilim Dalı'nda YÜKSEK LİSANS TEZİ / PROJESİ olarak kabul edilmiştir.

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THESIS ETHICS STATEMENT

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Imane DARFAOUI

ÖZET

FAS MODA MARKALARININ ÇEVİRİMİÇİ SATIN ALMA NİYETİNİ ŞEKİLLENDİRMEDE WEB SİTESİ KULLANILABİLİRLİĞİNİN VE MARKALI UYGULAMA KULLANILABİLİRLİĞİNİN ROLÜ

Haliç Üniversitesi
Lisansüstü Eğitim Enstitüsü
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Danışman Öğr. Üyesi Sibel DEMİREL
Nisan 2025, 139 sayfa

Bu tez, web sitesi kullanılabilirliği ve markalı uygulama kullanılabilirliğinin Fas moda e-ticaret sektöründeki çevrimiçi satın almalar üzerindeki etkilerini incelemektedir. Çalışmanın amacı, aşağıdaki kullanılabilirlik özelliklerinin—navigasyon, kullanıcı arayüzü tasarımı, içerik organizasyonu, performans, kişiselleştirme, yanıt hızı, eğlence, her yerde bulunabilirlik ve kullanıcı dostluğu—tüketicilerin satın alma davranışlarını nasıl etkilediğini araştırmaktır. Bu araştırma nicel bir yaklaşıma sahiptir; veriler, Faslı moda tüketicilerine uygulanan bir anket yoluyla toplanmıştır. Sonuçlar, çoğu kullanılabilirlik faktörünün çevrimiçi satın alma niyetlerini önemli ölçüde artırdığını ortaya koymaktadır. Özellikle navigasyon, arayüz tasarımı ve kişiselleştirme en etkili faktörler olarak belirlenmiştir. Buna karşılık, içeriğin satın alma niyetleri üzerinde minimal bir etkisi olduğu görülmüştür. Bu sonuçlar, temel kullanılabilirlik unsurlarının iyileştirilmesinin Fas moda e-ticaret pazarında kullanıcı etkileşimini ve satışları etkili bir şekilde artırabileceğini göstermektedir. Tez, Fas e-ticaret sektöründe faaliyet gösteren şirketlerin, müşteri etkileşimini artırmak ve satışları yönlendirmek amacıyla genel kullanılabilirliği iyileştirmeye öncelik vermesi gerektiğini öne sürmektedir. Çalışma değerli bulgular sunsa da, kendi kendine bildirilen verilere dayanması gibi bazı sınırlamaları kabul etmekte ve dijital tüketici davranışlarını etkileyen değişen teknoloji ve kültürel faktörlerin nasıl şekillendiğini daha derinlemesine incelemek için gelecekte daha fazla araştırma yapılmasını önermektedir.

Anahtar Sözcükler: Web Sitesi Kullanılabilirliği, Marka Uygulaması Kullanılabilirliği, Çevrimiçi Satın Alma Niyeti, Fas E-ticareti.

ABSTRACT

THE ROLE OF WEBSITE USABILITY AND BRANDED APP USABILITY IN SHAPING ONLINE PURCHASE INTENTION OF MOROCCAN FASHION BRANDS

Haliç University
Institute of Graduate Studies
Department of Business Administration, Term Project
Advisor: Asst.Prof.Sibel DEMIREL
March 2025, 139 pages

The following thesis examines the effects of website usability and branded app usability on online purchases in the Moroccan fashion e-commerce industry. The study aims to examine how the following usability characteristics—navigation, user interface design, content organization, performance, personalization, response rate, fun, omnipresence, and user-friendliness—affect consumers' purchasing behavior. This study employs a quantitative approach, collecting data via a questionnaire distributed to Moroccan fashion consumers. The results reveal that most usability factors significantly improve online purchasing intentions, with navigation, interface design, and personalization being identified as particularly influential. In contrast, content has a minimal effect on purchase intentions. These results suggest that improving key usability elements can effectively enhance user engagement and sales in the Moroccan fashion e-commerce market. The thesis proposes that companies operating in the Moroccan e-commerce sector should prioritize improving overall usability as a means of augmenting client engagement and driving sales. While the study provides meaningful findings, it also admits certain limitations, such as the use of self-reported data, and that further research be conducted to investigate the ways in which changing technology and cultural factors impact the behavior of digital consumers.

Keywords: Website Usability, Brand App Usability, Online Purchase Intention, Moroccan E-commerce.

PREFACE

This thesis marks the culmination of an academic journey in pursuit of a Master's degree, a journey that has been both challenging and rewarding. It reflects not only the knowledge gained but also the dedication and passion developed for understanding the complexities of digital consumer behavior in the ever-evolving world of e-commerce.

The research presented here focuses on the usability of websites and branded apps, examining their influence on the online purchase intentions of Moroccan consumers in the fashion industry. This topic was chosen not only for its relevance in today's digital landscape but also for its potential to provide actionable insights that can drive positive change in the field of e-commerce.

Gratitude is extended for the guidance, support, and encouragement received from several individuals. Special appreciation is expressed to my advisor, Assist. Prof. Sibel Demirel, whose wide knowledge and constructive inputs were pivotal in shaping this research. Thanks are also due to the professors for providing the foundation upon which this study rests and to the respondents for their time during the questionnaires, which provided the data behind this analysis.

On a personal level, deep gratitude is expressed to the family and friends, whose constant support and motivation sustained the spirit throughout this journey. Their belief in these capabilities and their continuous encouragement inspired resilience in rising to challenges and striving for better results.

Completing this thesis has truly been a significant milestone in both the academic and professional journey. It has not only deepened the understanding of the subject matter but also equipped with the skills and perspectives necessary to tackle future challenges in the dynamic field of e-commerce. It is hoped that this work will contribute usefully to the ongoing dialogue on digital consumer behavior and provide meaningful conclusions for academics and practitioners alike.

This work is dedicated to everyone who strives for excellence and ongoing improvement in their respective fields.

March 2025

Imane DARFAOUI

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ABBREVIATIONS

AI	: Artificial intelligence
AR	: Augmented reality
E-commerce	: Electronic Commerce
FT	: Flow Theory
IT	: Information technology
MAD	: Moroccan Dirham
SSL	: Secure Sockets Layer
TAM	: Technology Acceptance Model
UI design	: User interface design
WAMMI	: Website analysis and measurement inventory
WebSat	: Web satisfaction
WEBUSE	: Website usability evaluation tool

1. INTRODUCTION

In recent years, e-commerce has transformed the retail landscape by providing consumers with unprecedented convenience, accessibility, and variety. The advancement of digital technologies has made online shopping a preferred purchasing method for many. The transition from traditional brick-and-mortar stores to online platforms has not only reshaped consumer behavior but also influenced their perceptions of shopping. As internet connectivity continues to expand, consumer attitudes toward online shopping evolve, contributing to a significant increase in the number of buyers who choose e-commerce for its cost-effectiveness and time-saving benefits (Bhatti et al., 2020; Hooria, 2014).

In the context of fashion e-commerce, the usability of websites and mobile applications plays a crucial role in determining customer behavior. As consumers increasingly favor online platforms for their fashion needs, aligning the usability features of websites and branded apps becomes essential for fostering positive purchasing decisions. The dramatic growth of online shopping necessitates a deeper understanding of the factors that drive online purchase intentions (Li, 2021). Usability encompasses various elements, including design, navigation, and reliability, all of which significantly influence consumers' purchasing processes and intentions (Nielsen, 1993; Hassanien & Chef, 2007; Liu & Li, 2019). Research indicates that online retailers continuously strive to enhance their website quality and usability to build trust among consumers, which directly impacts their purchasing decisions (Füller et al., 2007).

Another pivotal aspect influencing online purchase intentions is the emergence of branded mobile applications. These applications have revolutionized the way goods and services are exchanged, providing consumers with straightforward access to information, price comparisons, and secure transaction capabilities (Taylor, Voelker, & Pentina, 2011). The user experience facilitated by mobile applications profoundly changes how consumers engage with digital channels. Consequently, the usability of

websites and branded apps is not only significant for consumer satisfaction but also plays a critical role in shaping purchase intentions.

Empirical evidence suggests that the ease of use and convenience associated with these platforms positively affects consumers' willingness to make purchases online (Adedoja et al., 2022).

This study aims to explore the interconnectedness of website usability and branded app usability in influencing online purchase intentions within the Moroccan fashion e-commerce sector. By examining the critical usability factors, including content organization, navigation efficiency, user interface design, personalization, and the overall user experience, this research seeks to provide insights into how these elements drive consumer behavior in online shopping. Understanding and leveraging these factors is essential for businesses aiming to thrive in the competitive digital marketplace.

Theoretical Framework

This study is anchored in four key theoretical frameworks that collectively illuminate the relationship between usability factors and online purchase intentions. The Technology Acceptance Model (TAM) posits that perceived usefulness and ease of use significantly influence user acceptance of technology, emphasizing the importance of user-friendly interfaces in driving consumer engagement. The Theory of Planned Behavior (TPB) further complements this by suggesting that consumers' intentions are shaped by their attitudes, subjective norms, and perceived control, thereby highlighting how usability factors affect consumer perceptions and behaviors. Additionally, the Consumer Decision-Making Process Model outlines the stages consumers undergo when making purchasing decisions, illustrating how effective usability can facilitate each step from problem recognition to post-purchase evaluation. Lastly, the Flow Theory describes the immersive experience consumers feel when engaging with enjoyable and engaging digital interfaces, reinforcing the notion that positive user experiences can enhance satisfaction and purchase intentions. Together, these frameworks provide a comprehensive understanding of how usability factors influence consumer behavior in the Moroccan fashion e-commerce market.

Research Questions

1. How do website usability factors, such as content, navigation, links, user interface design, and organization, influence online purchase intention in the fashion e-commerce industry in Morocco?
2. How do usability factors of branded apps, including fun, ease of use, speed, personalization, and omnipresence, influence online purchase intentions in fashion e-commerce in Morocco?

Objectives

The study will pursue the following general objectives:

1. Examine the impact of website usability factors on online purchase intentions in the fashion e-commerce industry in Morocco.
2. Determine the influence of branded app usability factors on online purchase intentions in the fashion e-commerce industry in Morocco.
3. Understand the combined effect of website usability and branded app usability on online shopping behavior in the fashion e-commerce industry in Morocco.

Aim of the Study

The focal point of the research is to analyze the combined impacts that website usability and branded app usability factors have on the intention to buy fashion goods via online channels in the Moroccan fashion e-commerce field. This study will explore the various aspects of usability, such as content, structure, organization, navigation, and the user interface, assessing their positive or negative effects on consumer purchase intentions. Additionally, it will investigate how elements of branded app usability, including enjoyment, responsiveness, personalization, and omnipresence, influence customers' intentions to purchase fashion products online.

Variables and Framework

The variables under scrutiny include online purchase intention as a dependent variable, with website usability factors (content, organization, navigation system, user interface design, and performance) and branded app usability factors (fun, user-friendliness, response speed, personalization, and omnipresence) as independent variables. The conceptual framework integrates the WEBUSE model, TAM, TPB, Flow Theory, and the Consumer Decision-Making Process Model, providing a

structured approach to understanding the relationships between these.

Methodology

The research objectives will be fulfilled using a quantitative research method. A questionnaire will be distributed among a sample of fashion e-commerce website/app users in Morocco, focusing on those who have made purchases on these platforms. The survey will cover questions related to the usability of websites and branded apps, as well as online purchase intentions.

The collected data will be analyzed using statistical methods such as Cronbach's alpha and correlation analysis to evaluate the relationships among the identified variables.

Conclusion

In summary, this research aims to enhance knowledge of the interplay between usability factors and online purchase intentions within the Moroccan fashion e-commerce sector. By examining how website and branded app usability influence consumer behavior, this study seeks to highlight the critical elements that drive successful online shopping experiences. The findings will inform strategies for businesses striving to enhance their digital platforms, ensuring they meet the evolving needs and preferences of consumers. Ultimately, this research aspires to contribute to the broader discourse on digital consumer behavior, providing a foundation for future studies and practical applications in the fast-paced world of e-commerce.

2. LITERATURE REVIEW

As digital technologies reach consumer societies, the ability of culture to support technological transformations has historically undergone some changes. This literature review aims to illustrate how consumer behavior and digital transformation influence each other, from the moment the transition of consumption to fully digital behavior begins. Today, as technological activities change market mechanisms, it remains very important to assess the impact of these changes on consumer expectations, decision-making, and interaction. It therefore becomes necessary to measure these factors, as they are at the heart of consumer behavior.

The review begins by examining the historical context of consumer society, tracing its development through various cultural and economic shifts. It then delves into the role of digitalization, emphasizing how e-commerce has altered consumption patterns and expectations. Key factors influencing consumer behavior in the digital realm, such as usability, personalization, and social influence, will be analyzed to provide a comprehensive understanding of modern consumer dynamics.

Through this exploration, the literature review seeks to illuminate how digital transformation not only reshapes consumer habits but also influences strategic approaches in marketing and retail, ultimately guiding businesses toward more effective consumer engagement in an increasingly digital landscape.

2.1. The Evolution of Consumer Society and Digital Transformation

2.1.1. Evolution of Consumer Society

2.1.1.1. Historical context: Development of consumer society over time

Consumer society has a history that includes many cultural, economic, and social transformations, all of which have contributed to shaping consumer behavior over time. The emergence of consumer society has important historical antecedents,

such as the rise of market economies in the late medieval period and the subsequent Industrial Revolution. According to Karababa and Ger, the early modern Ottoman coffeehouse culture proved formative for consumer identities, as these establishments became social spaces in which people engaged in both politically supported and hedonistic consumption practices (Karababa & Ger, 2011).

This event was the consumer interaction between consumers, marketers, and institutions, which developed a modern consumer subject and elucidated the social contexts that shaped consumption patterns.

With the shift from agrarian to industrial economies, the nature of consumption changed dramatically. Mass production born from the Industrial Revolution made goods more accessible, within everyone's reach, thus increasing consumer choice beyond the prolific availability of consumer goods. Unplanned discretionary purchases have been noted by Wood as a typical feature of a consumer society where the thrill of spontaneous purchases is part of the overall consumer experience (Wood, 2005). This generally indicates new cultural shifts towards hedonism and gratification through consumption, which have become increasingly normalized in society. The history of retail spaces, with the emergence of advertising, has further added consumerism as one of the dominant cultural logics.

The entire century has in fact been devoted to the formalized organization of consumer movements, supposedly speaking about the rights and responsibilities of consumers in the market. Hilton's research on consumerism in 20th-century Britain shows how organized consumer movements actually emerged as a cultural response to what was becoming increasingly complicated by consumer rights and even evolved into ethical consumption and social responsibility (Hilton, 2003). This also includes the growing fields of consumer education, which emerged with the emergence of the public policy issue at this time, where consumers are expected to find their way in an increasingly commodified world (Wollenhaupt & Possari, 2023). This relational balance between consumer rights and social movements constitutes the growing concern for consumption from a sociopolitical perspective, as consumers begin to understand that their power can be collective to influence market practices.

2.1.1.2. The shift from traditional to digital consumerism

From physical to digital consumerism, the transformation has changed the way people access markets and make purchases. Traditional consumerism, in relatively simple terms, evolved from physical markets and face-to-face commerce into e-commerce and a fully-fledged online environment. This transformation is mainly due to technological advances with the rapid proliferation of the Internet and mobile devices, which have fundamentally affected consumer behavior and expectations.

As Bauman noted, the contemporary consumer is increasingly shaped by immediacy and convenience, with their desires being satisfied through digital means rather than physical purchases (Bauman, 2001). This would redefine the shopping experience and also shape the conceptualization of consumer identity.

The growth of digital consumerism could be attributed to the rapid adoption of digital technologies in the retail sector, which has disrupted the landscape. Logistics and digital technologies have simplified the delivery process, which is a value-added benefit to the overall consumer experience (Okorokov et al., 2021). As such, the evolution reaffirms the fact that it opens up the availability of different types of products and services to consumers at any time and place, which is prompting many people to develop certain behaviors in online shopping, in addition to convenience. It has changed the consumer norms of digital platforms, which have evolved in favor of a consumer base that is constantly seeking seamless and personalized shopping experiences that were previously not possible in traditional retail (Astuti, 2023). Not to mention how they are much more capable of giving consumers the ability to compare prices, read reviews, and access hundreds of thousands of products in a matter of seconds.

Furthermore, the cultural impacts go beyond the mere conveniences of digital consumerism. By transforming into digital arenas, it generates new types of socialization and community engagement among consumers. According to Wittel, this has given rise to a “networked sociality,” in which relationships and interactions have become entirely mediated by digital technologies (Wittel, 2001). In the networked world, consumers can now share experiences, seek advice, and communicate with brands in ways that were not available in traditional customer environments. The role of social media in consumer behavior has become increasingly important, with

Instagram and Facebook becoming essential tools for brand engagement and consumer interaction (Vieira, 2023). One can note the effect of technology on consumer purchasing behavior: it is the way consumers rely on online reviews and social proof to influence their purchasing decisions, not this superficial effect. This highlights the growing importance of digital platforms in modern consumer culture.

2.1.1.3. Social and cultural changes that influence consumption habits

In a way, the evolution of the consumer society has greatly contributed to the psychocultural changes and developments that frame consumption habits and purchase intentions. Social media and its effects on consumer behaviors are one of the main drivers of this phenomenon.

Social media platforms have radically changed the interaction with brands through more collaborative online communities that shape purchasing decisions. Some researchers have reported that social media influencers play an important role in shaping consumers' attitudes and purchase intentions, especially in the case of fashion brands (Lim et al., 2017; Anjorin, 2024; Putri & Tiarawati, 2021). These influencers serve to create a familiar context that supports brand loyalty and purchase intentions (Hermenda et al., 2019).

Furthermore, cultural details greatly influence the consumer. Including culture in the marketing strategy increases the power of campaigns targeting specific groups. For example, research shows that cultural influences can also affect the way consumers use social media, thus affecting their online purchasing intentions (Lawan & Zanna, 2013). In fact, such an understanding of these cultural specificities would be a prerequisite for brands wishing to find favor with local consumers in the Moroccan context, where fashion and culture go hand in hand (Eze & Bello, 2016).

Moreover, the concept of social influences goes far beyond the individuals with whom influencers are associated; it also relates to some broader trends and collective behaviors that may not be directly visible to particular observers. Research demonstrates how consumer behaviors, such as their tendency to purchase environmentally friendly products, are based on social norms and peer impacts; this reflects the need for the company to be highly socially responsible in marketing (Firmansyah & Artanti, 2022; Al-Haddad et al., 2022). This is especially true for the fashion industry, where consumers are now paying close attention to sustainability and

demanding changes in brand messaging and practices (Mariyappan & Sangeetha, 2024).

2.1.2. The Role of Digitalization in Consumer Society

2.1.2.1. How digital platforms and technology have reshaped consumer expectations

Digital platforms and technology have really changed the game when it comes to a whole new way of thinking among consumers about how they relate to brands and how they make purchasing decisions. Indeed, the introduction of digitalization gave consumers unprecedented access to information, products, and services that would significantly shift the bar regarding how convenient, personalized, and engaged they are expected to be.

The most remarkable thing a digital platform has brought is an expectation for a more harmonized and easy shopping experience. Customers assume they can do everything from browsing to comparing to buying with minimum fuss abroad, even through mobile apps or well-designed websites made for user experience. Studies show that organizations deploying digital technology for customer interaction enhancement and the smoothing of the purchasing process are more likely to appeal to consumer preferences (Kumsuma, 2023; Sharma, 2024). The same holds true for the continuing attraction to mobile payment systems: consumers expect transactions to be easy but secure and reliable in their performance (Lee et al., 2019).

Alongside, it appears that personalization is the utmost and rising need with regard to the digital age. Consumers expect personalization in their demands from brands: they understand what their customers want and provide them with products as they are supposedly expected. These personalizations would be driven by data analytics and artificial intelligence, whereby brands could have insight into consumer behavior and preferences. Research indicated that consumers prefer purchasing from brands offering them personalized recommendations and experiences, thus proving the relevance of technology as these requests are constantly changing (Patel, 2024; Chaillet, 2023). The personalization of interactions and offerings has become a significant factor for brand loyalty and the subsequent formation of purchase intentions.

In summary, technology and digital platforms reshaped consumer expectations by enhancing convenience, fostering personalization, and increasing the demand for responsive service.

2.1.2.2. Impact of e-commerce on consumer habits and lifestyles

One of the most significant changes brought about by e-commerce is the convenience it offers. Consumers now have access to a vast array of products and services at their fingertips, allowing them to shop anytime and anywhere. This convenience has led to an increase in online shopping frequency, as consumers are drawn to the ease of browsing and purchasing without the constraints of traditional retail hours (Suwanun, 2023; Yong, 2023). The ability to compare prices and read reviews online has also empowered consumers, enabling them to make more informed purchasing decisions (Subagio, 2023). As a result, e-commerce has not only expanded the marketplace but has also heightened consumer expectations for efficiency and accessibility in their shopping experiences.

Furthermore, e-commerce has awakened consumers from sleep to a state of immediacy, to an instant gratification culture. Same-day delivery and such services changed the rules of the game regarding what a consumer expects concerning how quickly something gets done and how conveniently (Delikurt, 2022; Yusoff et al., 2020). Orders are thus processed faster than in the past, and this is part of the strategy in operating businesses using logistics and processes such as e-commerce (Nguyen, 2016). The speed with which consumer services are performed today also redefines consumer habits, whereby any person looks for sites that would assure him or her quick or immediate delivery.

Personalized shopping experiences are also promoted by e-commerce. Most of it can be done through the application of data analytics and artificial intelligence, which allows e-commerce platforms to personalize recommendations relative to personal consumer preferences and behaviors (Li, 2023; Hegawan, 2023). Such a level of personalization makes shopping more relevant and engaging for the consumer. In fact, consumers have come to expect brands to learn about their needs and provide customized solutions, which further shapes their purchasing habits and brand loyalty (Subagio, 2023).

Furthermore, the COVID-19 pandemic has accelerated the adoption of e-commerce, leading to lasting changes in consumer behavior. Given the restrictions imposed on physical stores, a large number of consumers came to rely on online shopping as their primary channel for procuring goods (Abid et al., 2022). Not only has this transformation increased the number of people buying online, but it has also altered their expectations concerning safety, convenience, and quality of service. The pandemic spotlighted the necessary role that digital platforms are playing in everyday life, making much more of the argument that e-commerce is not simply an alternative but the case for many people is a must (Ismail, 2023; Mahendra, 2021).

2.1.3. Consumer Behavior in a Digital World

2.1.3.1. Consumer behavior

Consumer behavior involves describing how consumers choose to allocate scarce resources, which include time, money, and effort, to consumption. It encompasses all activities undertaken in the process of selecting, purchasing, using, and disposing of products and services.

Various authors define and explain the term "consumer behavior." According to Nassé, consumer behavior is about knowing the "how" and "why" behind the process of consumption. According to him, a consumer's motivation for purchasing is complex and quite multifaceted (Nassé 2021). According to Qiu, psychological factors and context, including social settings, lead to preference and purchasing patterns towards certain products, which bring out the more performance-oriented aspect of consumer behavior than that of the individual (Qiu 2023). This is indeed true, for consumer behavior is not just a reflection of individual choices but largely of external influences, the likes of which are culture and social norms (Qiu 2023).

Many authors have discussed consumer behavior and the importance of the values an individual holds. For example, Aridi and Bames argue that consumer behavior is closely linked to personal values, and understanding this can lead to insightful consumer behavior (Aridi and Bames, 2019). Jablonska-Karchmarsik adds that ethics and everything related to society directly influence consumer decisions, indicating that consumers take the path of socially responsible consumption (Jablonska-Karchmarsik, 2024).

Such a dimension of emotional and psychological influence cannot be ignored in relation to consumer behavior. The authors Heuer and Stockburger-Sauer show that aesthetic taste and emotional responses are very important factors in consumer judgments and decision-making, especially for hedonistic products (Heuer and Stockburger-Sauer, 2011). This important aspect of the affective dimension is addressed by Gao et al., who discuss how self-perception and self-confidence can influence the decision-making process, thus demonstrating how psychological foundations operate in consumer behavior (Gao et al., 2010).

In summary, consumer behavior is a multifaceted concept that encompasses the decision-making processes of individuals in relation to their consumption activities. It is shaped by a combination of personal values, social influences, emotional responses, and psychological factors, as articulated by various scholars in the field.

2.1.3.2. Consumer behavior and usability factors of websites and mobile apps

Consumer behavior in the context of websites and mobile applications is significantly influenced by usability factors, which encompass ease of use, accessibility, and user experience. These are some of the elements through which a digital platform can be evaluated in terms of usability. Such an evolution of digital marketing, however, makes it imperative to understand the psychological dynamics influencing people in their decision-making processes. This was added by Sudirjo when he said that digital marketing uses technology for channeling a more personal engagement with the consumer. For composed messages tailor-made to fit an individual, the element of personalization, among other things, matters in how consumers interact on specific sites or apps, which influences purchase decisions.

The fast advance of digital technology has hugely transformed consumer behavior, especially among youth such as Generation Z. Widyatmoko, for example, pointed out that this demographic shows the specific changing actions, attitudes, and ethics as a result of the digital world (Widyatmoko, 2022). These changes have further implications that require marketers to consider their marketing strategies to adapt together with the changing consumer behavior, especially regarding the usability of digital platforms.

Usability is a critical factor in the effectiveness of mobile applications and websites. Marzuki et al. highlight various usability assessment tools, such as the System Usability Scale, which are essential for assessing how well users can interact with mobile applications (Marzuki et al., 2018). Johnson et al. also emphasize the importance of usability testing in application development, stating that understanding user needs is vital to creating effective and easy-to-use applications (Johnson et al., 2020). This is in line with the findings of Akman and Türkmen, who suggest that consumer perceptions and behaviors are influenced by ease of use, especially in the context of online shopping (Akman & TÜRKMEN, 2021).

The transitions from traditional to e-commerce accentuate usability features in mobile commerce applications. Ain et al. thus observed that as consumers became accustomed to online shopping, the usability of mobile applications took an important turn in influencing the purchase behavior of consumers (Ain et al., 2023). In support of this observation, Islam observed that the dynamic state of consumer behavior in the digital environment is affected by varying usability factors such as interface design and content presentation (Islam, 2024).

Thus, consumer behavior towards websites and mobile applications is closely related to usability factors. The ability of digital platforms to give a seamless, user-friendly experience will inevitably engage consumers and influence their decisions to purchase.

2.1.3.3. Overview of Consumer Behavior Theories

Understanding consumer behavior is the psychology of how people make purchase decisions, and there are many theories that have explained some of the factors affecting these decisions. The most relevant theories in light of online purchase intention and how they relate to usability issues are:

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a psychological theory that suggests that an individual's intention to engage in a behavior is influenced by their attitude toward the behavior, subjective norms, and perceived behavioral control (Purbaningsih, 2023).

- **Attitude:** The individual's attitude towards the behavior is defined as the positive or negative evaluation of the engagement in that behavior. Usability factors such as the content, organization, and reading of websites have a direct contribution to the creation of positive attitudes by providing clear and valuable information to users or consumers (Hanekom & Barker, 2016). Likewise, in the branded app scenario, the greater user-friendliness contributes to the enjoyment and satisfaction of consumers, thus positively affecting attitudes (Zhou & Wei, 2020).
- **Subjective Norms:** are the perceived social pressures to participate in or abstain from a behavior. Although usability factors might not directly influence these subjective norms, they will further promote the impact that social sharing and recommendations in branded apps have on the role of social proof on these norms (Hamdani et al., 2022).
- **Perceived Behavior Control:** It indicates the perceived difficulty or ease of performing the actual behavior. Usability factors related to the speed of response and navigation in branded websites or apps have an important role to play in increasing the effectiveness of perceived control. Thus, by redirecting to a clear and easy-to-navigate website or responding quickly to actions, customers feel quite confident that they will complete these tasks and are very likely to purchase (Teare et al., 2015).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) states that two major factors, perceived usefulness and perceived ease of use, affect a person's acceptance of technology (Lee et al., 2017).

- **Perceived Usefulness (PU):** The usability factors of the websites, for example, performance and effectiveness, and personalization in branded apps have a substantial role in adding to the perceived usefulness. As Chang & Kwon (2020) point out, if websites provide accurate, fast, and reliable performance, or when apps deliver custom-tailored experiences for users' needs, then people are likely to perceive such a platform as useful to their goals.

- **Perceived Ease of Use (PEOU):** User-friendliness in interfaces on the web and user-friendliness in applications is significant in reducing the cognitive effort needed to engage with the platform. Simple, intuitive design increases the ease with which a user may navigate, search, or transact and, in fact, has been observed to propel his acceptance and uptake of the technology (Rehman & Zeb, 2022).

Consumer Decision-Making Process Model

The Consumer Decision-Making Process Model outlines five stages that consumers typically go through: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Ellison & Wolitzky, 2012).

- **Problem Recognition and Information Search:** Usability issues such as content, organization, and readability make it easier to recognize problems by simply pointing out which elements are directly related. For example, website navigation and links allow consumers to search for needs with relatively little effort. (Kailer et al., 2014).

- **Evaluation of Alternatives:** An example of this is that well-constructed websites and apps leveraging branded personalization work together to compare alternatives. The situation is such that recommendations in a personalized app make it easier to choose among alternatives, reducing the complexity involved in the alternative evaluation and speeding up the process (Ozili, 2024).

- **Purchase Decision:** Factors such as website performance and efficiency or app responsiveness influence purchasing decisions because fast, reliable, and secure transactions are streamlined, while a responsive and functional interface eliminates conditions that lead to shopping cart abandonment (Hettiarachchi et al., 2017).

- **Post-Purchase Behavior:** Features such as user interface design plus available support in branded apps contribute positively to a post-purchase experience that has satisfied customers and devoted them to reusing the particular product already (Sung et al., 2017).

Flow theory:

Flow theory describes a psychological state first defined by Csikszentmihalyi (1990), in which an individual experiences deep enjoyment and immersion while focusing on an activity that balances challenge and skill. In the context of branded app usability, this means that achieving the flow state provides the user with engagement, satisfaction, and online purchase intention. Hoffman and Novak (1996) stated that “flow-enhancing digital environments increase customer loyalty and trust because they make interaction smoother and more enjoyable.” Some elements that facilitate flow within branded mobile apps include intuitive navigation, interactivity, gamification, and real-time feedback. They help to alleviate self-consciousness while manipulating

the perception of time, factors that motivate users to browse and make purchases (Zhou, 2013; Wang et al., 2013). The balance between challenge and skill in mobile commerce is actually quite critical, as apps need to have features to engage the user, but in a way that does not overly challenge or bore the user (Novak, Hoffman, & Yung, 2000). Flow is highly dependent on personalization, as AI-enabled recommendations and personalized content will provide a sense of control and involvement, connecting the user to the brand (Kim, Wang, & Malthouse, 2015). Flow is also dependent on the speed and responsiveness of the app; a slow or unresponsive app will interrupt the flow of the state, while fast-loading pages and smooth interactions will help maintain engagement (Peters et al., 2016). Enjoyment and motivation factors increase the flow state and thus improve usability since users are likely to return and make purchases when an app is enjoyable and rewarding (Hoffman & Novak, 1996). By merging elements that promote flow, an immersive interface experience, personalized experiences, and gamified engagement strategies, branded apps can improve usability, create better customer relationships, and ultimately increase online purchase intention.

2.1.4. Factors Influencing Consumer Decision-Making

Consumer decision-making is a complex process influenced by various factors that can be categorized into psychological, personal, social, and environmental factors. All these categories contribute to how consumers interact with available options, develop preferences, and make purchasing decisions.

2.1.4.1. Psychological Factors

Psychological factors include all the internal processes of the consumer that directly affect customer behavior, such as motivation, perception, learning, and emotions. Sudirjo emphasizes the psychological aspects of consumer decision-making, which are important in today's digital marketing, where technological advancements and individual experiences are continuously evolving the decision-making landscape (Sudirjo, 2024). Furthermore, the research conducted by Wahyudi presents personal factors, including psychological ones, as important determinants influencing the purchasing decisions made by an individual, showing the correlation of individual motivations with broader underlying psychological constructs (Wahyudi, 2024). Moreover, Wilcox et al. emphasize and show that different positive feelings

lead to different consumer choices and then overall purchasing behavior (Wilcox et al., 2011).

2.1.4.2. Personal factors

Personal factors refer to individual characteristics that affect consumer behavior, such as age, gender, income, occupation, and lifestyle. According to Lawan and Zanna, income is one of the most important economic factors that affect consumer purchasing decisions, especially among low-income people who prioritize basic needs (Lawan & Zanna, 2013). This is also consistent with Santuso's conclusion that personal motivations, perceptions of a product, and individual characteristics, such as financial status and lifestyle, play a crucial role in the purchasing decision-making process (Santuso, 2024). Furthermore, Liestyowati's study shows how behavioral economics uses insights from psychology to learn more about consumer choices by emphasizing the need to consider personal biases and irrationalities in decision-making (Liestyowati, 2024).

2.1.4.3. Social factors

Social factors are influences from family, friends, social networks, and cultural norms. These influences are in turn reflected in consumer behaviors. Voramontri and Klieb highlight the impact of social media on consumer behavior, stating that decision-making on the digital platform has social proof and peer influence (Voramontri & Klieb, 2019). Furthermore, according to Dankwa's study, social media advertising adopts creative and informative content to attract consumer attention in terms of purchasing decision-making (Dankwa, 2021). This is reaffirmed by Hwang, who indicates how psychological distance, a social factor, will impact consumers' online purchasing intentions, thus showing how social dynamics can influence decisions in quite nuanced ways by studying the likely effects of the presumed social factors (Hwang, 2021).

2.1.4.4. Environmental factors

Environmental factors are external circumstances and stimuli, such as marketing tactics, technical developments, and economic situations, that impact consumer behavior. Given that insights from big data can show how environmental

elements influence decision-making processes, Qiu's study highlights the importance of understanding consumer behavior through this lens (Qiu, 2023). Further, Mazurova's research highlights important factors that have a significant impact on customer decisions in e-commerce, such as product visibility and brand positioning, emphasizing the crucial role that environmental context plays in influencing consumer behavior (Mazurova, 2017).

In summary, the factors that affect consumer decision-making are very complex and closely related to each other. Psychological factors shape individuals' perceptions and motivations, personal factors reflect the unique characteristics of the consumer, social factors emphasize the influence of personal relationships, and environmental factors provide the context in which decisions are made.

2.1.5. The Influence of Online Environments on Consumer Behavior

Consumer behavior in an online shopping environment is highly influenced by an individual's purchasing decision process. Several factors, such as perceived risk, marketing, and the quality of online interaction, play an important role in this context.

2.1.5.1. Perceived risk in online shopping

A significant factor in consumer decision-making in online environments is perceived risk. According to Gazzali and Suyasa, the nature of online shopping (the inability to touch and see the object and the lack of information security) makes it inherently riskier than traditional shopping, as individuals perceive it as riskier than before (Gazzali and Suyasa, 2020). This is clearly echoed by Chang and Wu, who argue that consumers simply cannot assess the risks of online shopping without being inclined to make it (Chang and Wu, 2012). Furthermore, Bianchi and Andrews studied the interaction between perceived risk and consumer trust, concluding that as perceived risk increases, consumers' overall attitude and intentions toward an online purchase are negatively affected (Bianchi and Andrews, 2012).

2.1.5.2. Marketing Strategies and Consumer Engagement

Effective marketing strategies are important to persuade consumer behavior in online environments. Pasharibu et al. defined the role of interactive marketing in engaging consumers through activities such as "outfit of the day" (OOTD), which they

argue can be fun and unique to elicit purchase decisions (Pasharibu et al., 2020). Munandar's thesis confirms that the insignificant influence of online marketing communications has simply affected consumer behavior, given the higher effect of this medium on millennials in a way that has forged the bond between consumers and brands (Munandar, 2024). This is consistent with Kim and Lennon's finding that site quality and brand reputation are the major influencers of consumers' emotions and risk perceptions, and therefore their purchase intentions (Kim & Lennon, 2013).

2.1.5.3. Quality of online interactions

The quality of interactions on the Internet, the usability of sites, and good customer service are essential for changing consumer behavior. Bauerová (2018) argued that service offerings and delivery conditions would be important in online grocery purchasing decisions, as they can improve the overall shopping experience. This is also the concern of Gunawan et al., who reiterate that trust is more important in online environments because consumers prefer to trust rather than have tangible cues about service providers (Gunawan et al., 2019). On the other hand, trust is very important in producing positive purchase intention, as consumers are more likely to purchase products from brands that they consider trustworthy.

2.1.5.4. Emotional and cognitive influences

It is well known that human behavior in general is influenced by many emotional and cognitive factors later in life. Eddy et al. found that lifestyles influence purchasing decisions and the role they play in an individual's emotional and cognitive engagement in online learning, suggesting that there is more literature on how emotions completely control motor actions during marketing stimuli (Eddy et al. 2021). The fact that Milan et al. also described prior information quality and perceived risk as precursors or antecedents of purchase intentions suggests that, on the one hand, the emotional response to information quality would influence consumers' decision-making process (Milan et al., 2015).

In conclusion, a variety of mechanisms, such as perceived risk, marketing tactics, interaction quality, and emotional and cognitive aspects, all have a significant impact on customers' online shopping behavior.

2.1.6. Motivations to Shop in a Digital World

Over time, e-commerce has rapidly become one of the most flexible tools that human beings can adapt to. It has greatly contributed to bringing different consumer behaviors and online shopping activities closer to the current reality. Understanding these motivations is essential to explain why users engage with online platforms and how these motivations interact with usability factors, ultimately shaping online purchase intentions.

2.1.6.1. Convenience and Accessibility

Convenience is one of the primary motivation factors for customers to enjoy shopping through online sites, as it allows them to shop anytime and from anywhere without any limitations or constraints caused by physical store hours or locations. The digital environment enables easy access to a variety of products and services, which is thus extremely vital to consumers with hectic lifestyles (Xu et al., 2023). Furthermore, even the swift crossing of various sites makes the shopping experience more efficient (Lee & Chen, 2021). This convenience is further supported by Xu et al., who assert that e-commerce platforms have revolutionized consumer behavior by providing seamless access to products through digital channels.

2.1.6.2. Variety and Selection

The wide variety offered by e-commerce is also a key motivation for consumers. In general, e-commerce platforms tend to offer more types of products than traditional physical stores in terms of availability for consumers' exploration (Fagerstrøm et al., 2015). This very wide variety satisfies different types of consumer preferences while encouraging comparison shopping that can further facilitate decision-making (Zhang et al., 2023). Lendle et al. point out that the ability to access products from various geographical areas only increases the variety available to consumers and makes online shopping an attractive alternative.

2.1.6.3. Price Comparison and Discounts

Price comparison is a critical factor in the online shopping experience. Consumers can easily compare prices across multiple platforms, which fosters a competitive environment that often results in discounts and promotions (Tang, 2024).

Lee et al. (2018) found that consumers perceive high hedonic value not only in the products themselves but also in the discounts they receive, which can significantly influence their purchase intentions. Furthermore, Fagerstrøm et al. (2016) point out that online reviews and ratings can affect consumers' perception of value, leading them to seek lower prices when they perceive higher quality in competing products.

2.1.6.4. Social Influence and Peer Recommendations

Social influence plays a major role in online shopping behavior. Consumer choices can be greatly influenced by recommendations received from associates and online reviews (Al-mutairi & Alshamari, 2020). The power of social proof is particularly enhanced in contexts such as live streaming commerce, where influencers can drive impulse buying through their endorsements (Lee & Chen, 2021). This aligns with findings from Zhang et al., who discuss the importance of recommender systems in personalizing the shopping experience and enhancing consumer trust, thereby facilitating purchases.

2.1.6.5. Enjoyment and Entertainment Value

Another motivating factor is the pleasure that online shopping provides. For many consumers, shopping is entertainment: it is the pleasure of interacting with an attractive and visually appealing website (Lin et al., 2022). Thus, this pleasure can be enhanced by gamification elements and a personalized shopping experience, leading to increased user engagement and satisfaction (Al-Mutairi & Alshamari, 2020).

The entertainment value attached to online shopping further motivates shoppers to spend more time on e-commerce platforms while creating purchase intentions among them.

2.1.6.6. Trust and Security

Trust and security are important considerations in the digital shopping environment. Many consumers are often unwilling to buy things online because of concerns about data privacy and transaction security (Agustiono, 2018). Agustiono commented that persuasive design elements in e-commerce applications should be introduced to build user trust. Secure payment options combined with transparent privacy policies can go a long way in enhancing consumer confidence and increasing the possibility of purchase.

2.1.6.7. Personalization and Tailored Experiences

The motivation behind online shopping is increasingly being fueled by personalization. Customers tend to use those platforms that provide personalized experiences based on their preferences and past behaviors (Zhang et al., 2019). In fact, by enabling personalized product recommendations, e-commerce platforms can implement recommendation systems that decrease search costs and increase the shopping experience (Zhang et al., 2019). Such a personalized approach is a derivative of consumer satisfaction and loyalty, as their feelings of being valued and recognized fully by the brands' engagement will soften the hearts of consumers.

2.1.7. Previous Research on Usability and Online Purchase Intention

Understanding the relationship between website usability and online purchase intention is essential for e-commerce platforms that aim to improve consumer engagement and drive sales.

2.1.7.1. Studies on website usability and consumer behavior

Website usability is a crucial factor when considering the possibility of making an online purchase. Previous research has identified many dimensions of usability that affect user experience and purchase behavior. One of these dimensions was content quality, which has consistently impacted users' perceptions and behavior toward a website. According to Nielsen and Loranger (2006), clear and concise content will maintain user engagement and satisfaction. These findings were confirmed by Garrett (2011), who noted that well-organized information increases a user's ability to move from cognitive overload to making a purchase decision.

Additionally, Fogg et al. (2003) discussed the substantial influence of readability on users' trust and purchase intentions, another reason why users readily purchase from websites that present clear and effective information.

Another important factor of usability is navigation. Shneiderman and Plaisant (2009) argue that intuitive navigation structures allow users to enjoy their visit and feel less frustrated, leading to increased purchase intention. Huang and Tsai (2011), in their studies, further verified that ineffective navigation systems can eventually cause consumers to abandon their shopping carts. Furthermore, Ranganathan and Ganesh

(2013) pointed out that simpler link structures allow for a richer navigation experience and thus improve the overall user experience, thereby increasing the conversion rate.

The design of a website's user interface (UI) also plays an important role in usability. López et al. (2014) found that visually appealing designs attract more users and retain their attention longer, leading to increased interactions and purchases. Similarly, Kuniavsky (2010) pointed out that a well-designed UI improves user satisfaction and encourages exploration of the site's offerings, resulting in higher purchase probabilities. Furthermore, Cyr et al. (2009) pointed out that aesthetic design elements contribute to perceived trust, influencing consumers' willingness to engage in transactions.

Equally important to website performance, including loading time and responsiveness, is preventing users from churning. Agarwal and Karahanna (2000) found that when a page loads slowly, users tend to abandon it more, as they easily lose interest in it and start looking for viable alternatives. Peters et al. (2016) provide further evidence that high-performing sites build user loyalty and facilitate sales. Wang et al. (2013) go further to illustrate the effectiveness of a website in that those that perform well under different circumstances, such as different devices or network speeds, increase users' product satisfaction and purchase intentions.

2.1.7.2. Research on Branded App Usability

Usability of branded apps is vital for enhancing the user experience and stimulating several online purchase intentions. Since mobile apps are an integral part of online shopping experiences, factors like personalization, speed of response, enjoyment, omnipresence, and user-friendliness need to be assessed. These factors have shown consistent results in affecting consumer satisfaction, engagement, and, in the end, purchase behavior.

User satisfaction and conversion rates are strongly influenced by personalization. According to research conducted by Flavián et al. (2006), applications that are able to offer user experiences tailored to user preferences and behaviors effectively engage users. This personalized approach increases user satisfaction and becomes a factor in establishing a bond with the brand. Similarly, Kim and Park (2005) found that personalization of mobile applications increases user trust in the application, which in turn improves purchase intention. By using algorithms that predict user needs

and generate personalized suggestions, brands could attract consumers to the application and promote frequent purchases.

In addition to personalization, the speed of an app's response greatly influences the user experience: the simple fact that research shows that fast response times translate into higher satisfaction and lower abandonment rates should be enough to motivate the user. Agarwal and Karahanna highlighted in their research that delays in mobile app response time create a frustrating user experience that makes users want to abandon their purchases altogether. Peters et al. (2016) agreed that the faster the response, the more likely users are to stay in the app and complete their purchase. This becomes a real motivation to outpace other competitors, as a slow response time can lead users to switch to other competitors with a more efficient app.

Another essential element of branded app usability is the provision of fun or gamified levels. As shown by Zichermann and Cunningham (2011), fun elements, including gamified experiences, certainly engage mobile app users. Therefore, introducing reward systems, contest options, or interactive features would prove to be a good distraction from a task-oriented shopping experience, incentivizing shoppers to stay engaged in the app and complete their purchases. Fun elements draw users into the app, thereby increasing their brand loyalty. According to Kim et al. (2015), gamification motivates users to explore the app's features diligently, which, in turn, contributes to their purchase intention.

Additionally, the ability of branded apps to provide consistent operation across a wide range of device types and platforms enables a better user experience. According to Kim et al. (2015), the integration of omnichannel services improves customer satisfaction and loyalty through an integrated experience across multiple touchpoints. Furthermore, Xu and Forman (2013) acknowledge that there are many devices with which users can interact; therefore, continuity of functions and interface is paramount for apps.

Kuniavsky (2010) argues that ubiquitous computing significantly improves usability by allowing users to move between devices without interruption. Again, Zhou (2013) found that seamless accessibility of services has a positive impact on user satisfaction and retention, indicating the relevance of ubiquity in mobile apps.

Furthermore, the ability of branded apps to deliver consistent functioning across a large number of device types and platforms enables greater user experience. According to Kim et al. (2015), omnichannel service integration enhances customer satisfaction and loyalty due to an integrated experience over many touchpoints. In addition, Xu and Forman (2013) recognize that there are multiple devices that users may interact with; therefore, continuity of function and interface is paramount for applications. Kuniavsky (2010) states that ubiquitous computing notably enhances usability by enabling users to switch from devices without disruption. Again, Zhou (2013) found that seamless service accessibility has a positive impact on user satisfaction and retention, indicating the relevance of omnipresence in mobile applications.

Finally, user-friendliness is an overarching factor that influences all aspects of branded app usability. Maintaining an easy-to-use, simple interface where users can navigate through the application with ease is very important in keeping user experiences positive. Nielsen and Loranger (2006) supported that apps with simple usability rules have happy users who are more likely to make repeat purchases. User-friendly apps also create customer loyalty, as they lower engagement barriers. According to Kuniavsky (2010), simple-to-use apps are not just usable but also make users come back, as they feel they can quickly learn to use the app and be supported in achieving that goal. Such an interface is considered capable of converting more users, who will more willingly carry through their transactions without frustration.

2.1.7.3. Comparative Studies in E-commerce Contexts

Research on e-commerce usability highlights the independent and interdependent roles of website and branded app usability in changing online purchase intentions. Websites have been and remain the important digital interface for the consumer, while mobile apps are now considered essential secondary tools to facilitate personalized and immersive customer engagement. The literature has carefully covered the determinants of usability in both contexts and investigated their relative impacts on user satisfaction and purchase behavior.

The quality of the content greatly determines the usability of websites and branded apps. Research by Nielsen and Loranger (2006) and Garrett (2011) says that when the content is well structured, clear, and concise, there will be a reduced amount

of cognitive load leading to a better decision-making process. This principle should also be true for mobile applications, since Zhou (2013) found that high-quality content has a significant impact on user-satisfaction and loyalty. The difference is that, unlike for websites, branded apps make extensive use of push notifications and dynamic updating of content, thus enhancing engagement through personalized experiences even more (Kim, Wang, & Malthouse, 2015).

Navigation is yet another crucial aspect of usability for both interfaces. Shneiderman and Plaisant (2009) and Huang and Tsai (2011) argue that intuitive navigation on websites improves user satisfaction and reduces shopping cart abandonment. Similarly, for mobile applications, Kuniavsky (2010) argues that smooth navigation between different touchpoints improves user retention. In contrast, mobile applications provide gesture-based interactions and location-based services, which provide an even simpler user experience (Xu & Forman, 2013).

User interface design is also important because of its perceived trustworthiness and purchase intentions of websites and branded apps. According to Cyr et al. (2009), attractive websites promote credibility so that users are willing to complete a transaction. López et al. (2014) support this view with branded apps by stating that a well-designed user interface encourages engagement, which increases the likelihood of purchase. Additionally, mobile apps, by their nature, are flexible, offering adaptive interfaces to fit individual user preferences for increased satisfaction (Kim et al., 2015).

Furthermore, usability on digital platforms is highly dependent on speed and performance. Agarwal and Karahanna (2000) and Peters et al. (2016) argued that slower website performance is directly related to higher abandonment rates; on the contrary, mobile apps encourage user retention due to offline availability and fast response times (Zhou, 2013). Furthermore, Wang et al. (2013) clarified that consistency in performance across devices engenders trust and engagement, reinforcing the ubiquitous aspect of usability in branded apps.

Also, in e-commerce, branded apps have completely different personalization capabilities than websites. While websites do offer personalization through cookies and recommendation engines, branded apps go a step further by using real-time data and AI-based personalization. Research by Kim et al. (2015) and Xu and Forman

(2013) proves that mobile app personalization undoubtedly increases user satisfaction and purchase likelihood. Moreover, due to their ubiquity, branded apps have become another major selling point, providing a seamless shopping experience across different platforms (Kuniavsky, 2010; Zhou, 2013).

Further, enjoyment and engagement are even more important themes to consider in branded apps. Gamification elements, interactive features, and rewards programs engage users and build loyalty (Kim et al., 2015). Websites typically focus only on visual aesthetics and structured layouts to enhance the user experience, while mobile apps combine the entertainment features needed to enhance the fun or immersion of the shopping experience, and these additional features create a bit of interactivity, which contributes to more conversion and repeats (Zhou, 2013).

In conclusion, both website and branded app usability contribute significantly to online purchase intentions, albeit through different mechanisms. Websites emphasize content clarity, structured navigation, and performance efficiency, while branded apps leverage personalization, omnipresence, and engagement-driven design. The integration of both platforms within an e-commerce strategy can maximize usability benefits, ensuring a seamless and satisfying user experience.

2.2. Usability Matters: Analyzing the Influence of Website and App Design on Online Shopping Behavior

2.2.1. Definition

2.2.1.1. Website usability

Barnes and Vidgen (2002) used the term *usability* to refer to users' opinions about a website's ease of use, understanding, payment, and learning. However, website usability goes beyond this—it involves creating websites that are not only habit-forming but also highly useful, simple, and effective, thereby enhancing user engagement and experience (Alonso-Virgós et al., 2018).

Website usability consists of several factors, primarily performance, user satisfaction, and website effectiveness, all of which stem from web design. Effectiveness refers to how well users achieve their goals when visiting a site, while

satisfaction relates to the comfort and relevance of a website to its users (Lee & Kozar, 2012).

Alalwan et al. (2017) define web usability as a website that is user-friendly, effective, and efficient in satisfying users and helping them achieve their goals. Similarly, Aidil (2010) states that online sales rates increase significantly when websites provide an excellent customer experience and ease of use. Furthermore, Alam et al. (2008) emphasize that website design is a key factor influencing customers' attitudes toward online shopping. They argue that the defining characteristic of online shopping behavior lies in the ease of use and design of the website. Finally, Syed and Norjaya (2010) identify website usability as a crucial technique for attracting customers and giving them more control over their online experience.

2.2.1.2. Branded app usability

Apps are software that can be installed on mobile devices such as smartphones and tablets. These apps have a specific brand identity that is reflected in their usage. Solomon (2019) noted that apps are mostly personalized, offering users exceptional features such as providing information and entertainment, as well as a marketing platform for the brand. Another function of branded apps is to allow users to understand what the brand stands for, what it is made of, and what it aims to accomplish (Nelson Field, 2017).

Mobile applications are one of the most useful tools that marketers use today to differentiate themselves in the market and increase their brand choice. Research reveals that branded applications are highly beneficial in their ability to provide users with an enjoyable interaction ranging from education to conceptual experience (Bellman et al., 2011). According to Stocchi et al. (2019), the main factors that determine the success of a branded application include usability, intention to use the application, willingness to suggest the application to friends and family, and paying for such an application.

Besides, ease of use of branded apps is the top expectation of users (Rajaobelina et al., 2021). It is the result of the correlation between offline service satisfaction, satisfaction with branded apps, and recommendation of branded apps (Chang et al., 2019). In the same vein, Zhao and Balague (2015) advocate that marketers develop plans and strategies by clearly using brand passes with logos,

mascots, and app names. This can also be enhanced by integrating location tracking, augmented reality, multitouch (hand gestures), mobile features (including ratings, comments, and sharing), and user-generated content.

Additionally, the ease of use of the app encourages consumers to use the merchandise and decide to purchase it. A positive experience with the implementation of a personalized mobile app improves consumer recommendation and retention to target brands. Similarly, a branded app that is viewed by people as useful, easy to use, and of high quality will increase brand usage intention and produce a good attitude towards the brand (Stocchi et al., 2019).

In brief, all these elements constitute valuable knowledge points for designers in the fashion industry, as they can thus guide consumer behavior and product relationships in the online store with the right notes.

2.2.1.3. Online purchase intention

First introduced by Ajzen (1991), the concept of intention has been widely studied in various areas of e-commerce. It serves as a primary determinant of online purchase behavior or as a precursor to purchase intention (Limayem et al., 2000; Dash & Saji, 2008).

Purchase intention refers to the cognitive process that influences a consumer's decision to buy a particular brand. It is a crucial factor in e-commerce research, as it reflects consumers' tendencies and willingness to complete online transactions. According to Laroche, Kim, and Zhou (1996), brand consideration and brand expectations can serve as measures of a consumer's desire to purchase a product.

Online purchase intention, which represents an individual's likelihood of making a purchase in the digital marketplace, has been extensively examined in the literature. It indicates both the probability of purchasing an item and the consumer's propensity to buy through online channels (Chen & Tan, 2004). Similarly, Pearson, Salisbury, and Miller (2001) define it as the likelihood that a consumer will complete a purchase via an online platform.

Pavlou (2003) describes online purchase intention as a user's willingness to engage in online transactions, which encompass purchasing products, transferring information, and retrieving data. The act of acquiring a product is linked to the

consumer's goal of interacting with a website, while information retrieval and exchange are aspects of website usage intention.

2.2.2. Factors affecting website usability, mobile apps, and online purchase intention

2.2.2.1. Factors of website usability

▪ Content, organization, and readability of websites

Content quality plays a fundamental role in attracting customers and shaping their online behavior when using a website. Website content refers to text, information, images, recordings, or any multimedia elements presented on its pages. It should be clear, easy to navigate, effective, concise, and creatively displayed (Nielsen, 2000). Evaluating the completeness of website content is crucial for ensuring usability and effectiveness (Tsai & Chai, 2005).

Beyond content, website organization is another key factor. Effective websites are well-structured, facilitating ease of use and enhancing user experience, which in turn improves customer satisfaction and retention. Website organization refers to how content, links, and navigation menus are arranged to create an intuitive and user-friendly experience. As Krug (2014) states, web usability is optimized when navigation systems are simple, consistent, and enable users to find information easily.

Another critical aspect is readability, which refers to how easily users can comprehend, engage with, and interact with the text on a website. However, readability is influenced not only by the text itself but also by the overall structure and functionality of the site. Coughler et al. (2020) emphasize that content type, usability, and reliability are crucial factors in user engagement and influence the likelihood of repeat visits to a website for information. Therefore, improving readability should go beyond written text to encompass overall website usability.

Research indicates that readability, accessibility, and overall website presentation significantly impact consumer perceptions and purchasing behavior. Blagoeva (2023) highlights that ease of use, including readability, plays a critical role in consumer decision-making and online purchases. Similarly, Worrall et al. (2020) confirm the link between readability and purchase intention, noting that accessible and

well-structured information enables consumers to understand and make informed decisions.

« H1: The content, organization, and readability of e-commerce websites positively influence consumers' intention to make online purchases. »

▪ **Navigation and link of websites**

Chiew and Salim (2003) concluded through their investigation that an effective website should have a good navigation system, including clearly labeled links. The interface should provide menus, buttons, and links for users, enabling them to explore different pages on the website. Furthermore, the links serve as interactive aids, allowing the user to navigate through external websites.

Browsing the web is a two-step process: it is about first finding a site that is part of a general area of interest and then going inside and looking for something specific in an easy way (Nielsen 2000). On the other hand, links include the associations between various pages or sections of a website, permitting users to navigate and explore seamlessly and flawlessly between related content (Nielsen, 2005). Well-designed links facilitate intuitive exploration and assist users in understanding the connections between various pieces of the site (Nielsen, 2012).

Any type of link tends to enhance the navigation features within the website, permitting the easy movement and seamless browsing from different pages/sections that are closely related (Nielsen, 2005). Through a well-crafted linking and uninterrupted navigation, users find it easy to get what they really need while at the same time understanding the connection between the different areas of the site (Nielsen, 2012).

The cumulative total number of all links (interlinks and external links) enhances the navigability and pertinence of a website (Song & Liu, 2021). A user has to be able to quickly search for something using links or other methods such as search engines and sitemaps (Vaucher et al., 2012).

However, it should be noted that there are also websites that are too complex and thus inconvenient for users to navigate, which is the case of online banking websites in India, where the majority of users found the websites confusing (Kaur & Dani, 2013).

« H2: The navigation and links of e-commerce websites positively influence consumers' intention to make online purchases. »

▪ **User interface design of websites**

User interface design is one of the essential elements of a website's success, as it facilitates user interactions and provides a navigable path to access content and services (Odeh & Eleyan, 2022). To ensure that user needs and expectations are met by the proposed interface, designers should focus on features such as user-centered design principles and usability assessments (Pramudhita et al., 2022).

Integrating the website interface solution with the cultural characteristics of the target product users can improve user engagement and satisfaction (Mousavi, 2012).

According to Xu and Wang (2022), search interfaces on personalized websites are designed based on users' scanning behavior and integrate modules such as navigation, search, linking, interaction, layout, and visual rendering to enhance user experience and engagement. Designing web pages with higher levels of texture mapping and smarter algorithms in the visual interface is also a technique used to improve both the aesthetic appeal and usability of websites (Xu & Wang, 2022). Moreover, user interface design not only influences user satisfaction but also promotes user engagement, contributing to the overall success of a website (Alexander & Ishak, 2018).

In addition, website user interfaces play a vital role in the fashion e-commerce industry, shaping consumers' intentions to make online purchases. Research by Park et al. (2007) demonstrates that online fashion shopping is positively related to fashion innovation, website design, and users' favorable attitudes toward purchasing foreign fashion brands online. These findings collectively highlight the important role of user interface design in shaping consumers' opinions and decisions in the online fashion industry.

« H3: The user interface design of e-commerce websites positively influences consumers' intention to make online purchases. »

▪ Performance and effectiveness of websites

Web effectiveness is a new field of study that has attracted a lot of attention from many researchers. For instance, surveys of Kuwait hospital websites found that the content, function, design, and management of the site varied, which may refer to the role of website management and usage in realizing its usefulness and performance. These effects can be influenced by factors such as funds, technology, and developer expertise (Baseri & Kuranga, 2019).

As for the small business website design, the interactivity and sophistication of the site were also core elements that stabilized the overall function of the site and hence its performance (Auger, 2005). Additionally, a research study, which was done on hotel websites, also indicated the role of the website quality, telepresence, and behavioral intentions in evaluating website performance and therefore the user experience (Ongsakul et al., 2020).

Effective websites have been shown to capture visitors' attention, provide timely services, and generate publicity and press interest (Ramanayaka et al., 2018). The role of webmasters in website management, particularly their understanding of website performance and the factors influencing it, has been studied (Santoso et al., 2021). Various techniques have been proposed to assess website performance, and achieving good performance is essential for optimizing user experience (Armaini et al., 2022).

Using empirical investigations, Brown & Jackson (2017) confirmed a positive relationship between website effectiveness and the intention to buy online. Moreover, website efficiency affected consumers' intention to buy through an online channel (Zhang and Wang, 2019). A comparative study across different kinds of industries found this evidence to be consistent as well.

Hence, ensuring the website's performance as well as its effectiveness will contribute much to user engagement, satisfaction, and business success.

« H4: The performance and effectiveness of e-commerce websites positively influence consumers' intention to make online purchases. »

2.2.2.2. Branded app usability factors

▪ Personalization

Personalization is beneficial for consumers because it reduces the time spent searching for specific information about desired products or services (Nyheim et al., 2015; Srinivasan et al., 2002). According to Ho (2012), IT services that provide personalized content can reach the right target audience at the right time and in the right way. However, mobile personalization is particularly useful for building consumer loyalty.

In the context of mobile applications, personalization allows apps to provide personalized content and services based on user preferences and behaviors (Kim et al., 2016). When users interact with personalized content, they develop a stronger connection with the app, thereby improving their overall experience. Researchers have indicated that personalization, along with factors such as cost savings, self-expression, and entertainment, plays a crucial role in user satisfaction and in-app purchases (Hsieh & Lee, 2022).

Personalization can be a transformative factor in the mobile app environment, providing a unique and personalized online shopping experience. Research by Okazaki and Medez (2013) confirms the power of personalization in mobile commerce applications, where consumers' perceived usefulness, enjoyment, and trust contribute significantly to online purchase intention. Similarly, Wang and Sun (2010) examined the role of personalization in mobile apps, demonstrating that personalized features positively influence users' perceptions of usefulness and trust, increasing their likelihood of making a purchase.

In the fashion industry, personalized recommendations, targeted promotions, and individualized content in mobile apps improve customer engagement and increase purchase intentions.

« H5: Personalization features in branded apps positively influence consumers' intention to make online purchases. »

▪ Response speed

Liu et al. (2019) define response speed as the perceived time it takes for an application to respond quickly to user inputs, such as pressing a button, scrolling, or searching. Similarly, Yang (2013) describes a mobile application's reaction time as the amount of time it takes for the application to provide feedback and complete an action, such as loading a page, processing a transaction, or placing an order. Furthermore, Verissimo (2016) emphasizes that response speed is not only about the time taken but also about how efficiently these operations are performed. This includes reacting to user requests, downloading data, and displaying content.

In mobile applications, several factors, including perceived flow, perceived value, response speed, and usability, play a significant role in customer decision-making and will ultimately influence online purchases. Improving the response time within the interface of that mobile app will improve the user experience through fluidity, which in turn will increase the level of satisfaction that a mobile app user will get from it and ultimately increase the chances of an online purchase.

A number of studies have highlighted the relationship between response time and online shopping behavior. This relationship is considered a key factor in determining consumers' choices and enhancing purchase intention under conditions of product variety. For example, Chen and Tsai (2015) claim that the faster a person responds, the more likely they are to download items via a mobile app.

Additionally, research by Liu, Li, and Hu (2018) supports similar findings, noting that response speed is a key factor influencing customer satisfaction and trust. As a result, the online purchasing decision process is significantly affected by the efficiency of an app's response time.

« H6: The response speed in branded apps influences consumers' intention to make online purchases in a positive way. »

▪ Fun

Li et al. (2017) define enjoyment as the combination of joy, entertainment, and comfort that a mobile app user experiences when using the app. They suggest that entertaining mobile apps with additional features can enhance users' perception of a positive experience, thereby increasing app usage and making online purchases more likely.

Experimental evidence has demonstrated that the enjoyment factor in a mobile app positively influences user engagement and loyalty (Zhang et al., 2005). Similarly, Wu and Liu (2007) found that enjoyment in the flow state has a significant impact on buyers' attitudes and intentions toward online shopping. Moreover, fun features in smart apps contribute to greater customer engagement and a more enjoyable experience, ultimately leading to higher repurchase intention (Li & Zhao, 2022).

Additionally, mobile apps help bridge the gap between online and offline shopping experiences, significantly influencing consumer purchasing behavior. Research has shown that app features, combined with user experience elements, including entertaining features, are positively related to purchase intention and brand loyalty (Moon et al., 2016).

Ultimately, incorporating “gamified” features into mobile apps improves user satisfaction and creates a positive experience, which in turn encourages more purchases.

« H7: The degree of enjoyment and entertainment in branded apps has a positive impact on consumers' intention to make online purchases. »

▪ **Omnipresence**

Omnipresence on mobile applications means the existence of mobile digital devices that are all around us today (Hofer & Haluza, 2019). As pointed out by Balaji and Roy (2017), omnipresence is the ability of the consumer to access the service or the brand at any time through the channel or device selected and preferred by a consumer. Similarly, for Hsiao and Chen (2017), omnipresence is defined as the uniform and coherent presence of a brand or service at various digital touchpoints. Furthermore, Kotler et al. (2017) describe omnipresence in digital marketing as the continuous and seamless integration of services across multiple touchpoints, ensuring that consumers remain connected to brands. Varadarajan et al. (2018) explain that the rise of mobile technology has contributed to a new "always-on" consumer culture, where users expect uninterrupted access to services regardless of time or location.

The persistent presence of mobile applications is the most obvious feature of daily living, which exposes various behavioral and activation dimensions, such as the online purchasing decision-making process (Hanjaya et al., 2019). Smartphones reprogram human behavior to a degree that allows for instant access through them at

any possible moment (Seah & Koh, 2020). Shankar et al. (2020) highlight that mobile omnipresence allows brands to provide services on demand, significantly reducing consumer effort and increasing purchase likelihood.

Kwon et al. (2019) emphasize that continuous accessibility to mobile apps fosters habitual usage, translating into stronger brand loyalty and higher online purchase rates. Moreover, Lemon & Verhoef (2016) argue that omnipresence in mobile applications allows for hyper-personalization, where companies tailor their services to individual consumer preferences, increasing engagement and retention.

Also, the expansion of mobile applications in the market has led to an adjustment in customer behavior, particularly focusing on the expectation of purchasing goods and services online from e-commerce companies. These companies offer their own mobile applications to facilitate service delivery and better meet the needs of their consumers (Hanjaya et al., 2019). Balaji and Roy (2017) support the claim that the wide distribution and ubiquity of mobile applications contribute to convenience, reliability, and trust, which are key factors that influence online purchase intentions. Furthermore, Hsiao and Chen (2017) argue that the implementation of mobile applications improves customers' perceptions of accessibility and affordability, which ultimately leads to an increase in online purchase intention. Grewal et al. (2017) found that integrating ubiquity with AI-based recommendations improves user satisfaction, which leads to higher conversion rates in online purchases. Kang and Johnson (2021) found that companies with a strong ubiquity strategy tend to be perceived as more trustworthy, which increases consumers' trust and willingness to transact.

« H8: The omnipresence of branded apps positively affects online purchase intention. »

▪ User-friendliness

Ease of use in mobile applications refers to the ability to easily and clearly access data on a page, even in the mobile version (Song et al., 2010). As Hassenzahl and Tractinski (2006) point out, usability means the absence of problematic obstacles to navigation, allowing users to complete activities in the application quickly and correctly, which results in a positive user experience. However, Ngo and Nguyen (2019) define usability as the ease with which users can learn, use, and understand the

application interface.

As described in many previous studies, a good interface (being simple, clear, understandable, and user-friendly) is undoubtedly one of the chief features of mobile app development (Ismail et al., 2021; Aisyiyah, 2019; Auger et al., 2014). Usability is a multifaceted concept, containing elements that connect users, usability, relevance, interactivity, completeness, and individualization, all of which are necessary to guide users effectively (Ismail et al., 2021; Aisyiyah, 2019). Designing mobile applications with consideration for screen size, resolution, visibility, icons, colors, and gestures will help users interact with these applications more easily and comfortably (Auger et al., 2014; Endam et al., 2011).

Among the problems that users commonly encounter with mobile applications are disorganized content, difficulty navigating the application, and a lack of user-friendliness (Endam et al., 2011; Ayob et al., 2009). According to Hassenzahl and Tractinski (2006), user-friendly applications simplify platform use, making it more pleasant and ultimately increasing the online purchasing rate by encouraging consumers to shop online. Similarly, Ngo and Nguyen (2019) support the idea that "user-friendly applications" reduce cognitive load and enhance ease of use, which positively impacts users' intention to shop online.

« H9: The user-friendliness of branded apps positively affects consumers' intention to make online purchases. »

2.2.3. Usability Evaluation of Websites and Branded Apps

2.2.3.1. For website usability

Usability evaluation encompasses a variety of techniques that consider various variables, factors, features, and framework attributes. Mack and Nielsen (1994) introduced a method for evaluating usability that has been divided into four categories: empirical, automated, informal, and formal methods. Automated methods use evaluation software for usability measures, while empirical methods involve testing with real users. Formal methods use precise models, and informal methods rely on rules of thumb.

Furthermore, there is a heuristic evaluation proposed by Nielsen, based on 10 usability heuristics, covering perspectives like perceivability, coordination with this present reality, user control, consistency, error prevention, and help documentation.

In addition, we have Chiew and Salim (2003), who suggested considering factors like design stage, project novelty, expected users, interface criticality, product cost, testing finances, time, and evaluation team experience.

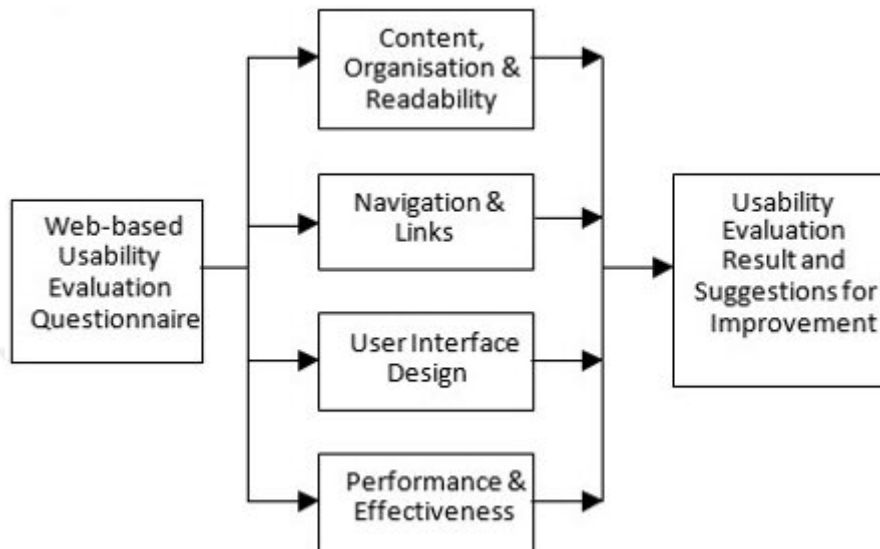
They evaluated tools (“WAMMI,” “WebSAT,” “Bobby”) based on 11 usability aspects and derived 20 criteria.

The 20 criteria for website usability include:

- Minimize website frames for a comfortable reading experience.
- Limit scrolling to enhance readability.
- Enhance accessibility for users with different capabilities.
- Reduce distractions by minimizing scrolling texts and animations.
- Avoid orphan pages using site maps or menus.
- Maintain a consistent look for easy recognition.
- Ensure easy searchability with effective search options.
- Differentiate links for easy identification.
- Keep pages updated with current content.
- Optimize download time to under 15 seconds.
- Enable easy navigation for a seamless experience.
- Avoid excessive new browser windows for clarity.
- Follow GUI standards for appropriate responses.
- Limit advertisements to enhance user experience.
- Follow information presentation standards.
- Describe destination pages clearly.
- Maintain a standard look and feel for a cohesive appearance.
- Use good contrast and page elements to highlight information.

- Provide navigational aids for effortless navigation.

Utilizing the aforementioned categories, Chiew and Salim (2003) created an assessment instrument known as W.E.B.U.S.E. “Website Usability Evaluation Tool”, structured according to the form described underneath:



2.1. Website usability evaluation tool

Reference: Chiew & Salim (2003)

2.2.3.2. For branded app usability

Hoehle and Venkatesh (2015) described the usability of mobile apps as the degree to which particular users can utilize an application in an efficient, effective, successful, and enjoyable manner.

Different researchers have attempted to closely study the concept of usability and its relationship to mobile devices (Ji et al., 2006; Veríssimo, 2016; Biel, Grill, and Gruhn, 2010; Venkatesh and Ramesh, 2006).

Tae and Chan (2018) point out in their work that most existing studies have analyzed purely functional utility and technical aspects of mobile apps, but the user experience of brand usability has been overlooked. These features include high search speed and precision (Adipat, Zhou, and Zhang, 2011), utility, pleasure, and user-friendliness (Yang, 2013), as well as colors, navigation icons, and texts (Sonderegger & Sauer, 2010). These studies suggest that efficiency, effectiveness, and satisfaction may be the basic components of branded app usability. However, how the dimensions

of branded app usability are linked to marketing practitioners and researchers may baffle these experts, as it seems to result in "interpretational confounding" (Hoehle and Venkatesh, 2015).

Chan and Tae's (2018) study used the general usability theory developed by Bevan (1995), which states that the degree to which a product can satisfy consumers' explicit and implicit needs may be the aspect that determines its usability. However, several prior studies have defined mobile app usability without considering the context of branded apps, which consists of two essential elements: the enjoyable consumer experience (such as pleasure, fun, and enjoyment) and the personalized "anytime, anywhere" nature of mobile shopping (Tae Hyun Baek & Chan Yun Yoo, 2018).

According to Bevan (1995), usability is the aspect that simplifies our interaction with technological devices. However, consumers may struggle to use such apps in distracting environments, and the presentation of small buttons could significantly slow down input and increase the rate of errors (Zhang and Adipat, 2005).

User-friendliness refers to ease of use, while response speed reflects the app's fast and effective operation. Consumers' usability evaluation depends on the amount of mental effort required to use the app (Hu et al., 1999; Xie, 2003). Consumers prefer apps that require minimal effort and time to achieve their objectives.

Another aspect of the impact of an interface on usability is personalization. This is a crucial element; one way to achieve this is to allow customers to search for what they want while simultaneously providing them with a content stream that matches their needs and expectations. Additionally, collecting and analyzing data on past purchases and browser behavior can help achieve this, as brands derive recommendations based on this information. One important criterion of usability across different scenarios, such as websites and mobile applications, is personalization (Oberoi et al., 2017; Zhao and Balague, 2015).

Moreover, another sensitive contextual issue on which usability depends is omnipresence, a term that describes the state in which a consumer can use the application to learn more and discover information about the brand without being limited by time or location. Ubiquity implies that we can always have a mobile device with us and that devices are inherent in every part of our daily lives (Okazaki and Mendez, 2013; Watson et al., 2002). The clear impact of ubiquitous forms of

commerce on the usefulness and attitude towards mobile advertising has been reported in studies by Watson et al. (2002) and Okazaki, Molina, and Hirose (2012).

Lastly, when downloading a branded app, it should be entertaining and delightful, based on whether or not individuals successfully interacted with it. Fun is subjective, and individual perception may vary, but researchers have demonstrated a positive correlation between enjoyment and the use of applications and websites for shopping (Lu, Liu, and Wei, 2017; Lu and Su, 2009). Consumers use branded apps as a form of entertainment. To attract customers' attention, marketers need to offer more engaging elements in business applications, such as design style, function, and content.

By focusing on usability, response speed, user-friendliness, personalization, omnipresence, and fun, brands can develop branded apps that provide a seamless and enjoyable experience for users, ultimately ensuring the success of marketing campaigns (Tae & Chan, 2018).

3. MATERIAL AND METHOD

3.1. Research framework and hypothesis

3.1.1. E-commerce

3.1.1.1. E commerce in the fashion sector

Clothing and accessories have been completely transformed by e-business, meaning that customers are constantly interacting with them through new platforms. The enormous effect that technology—especially websites—has on online fashion products is evident in the great number of items people are buying today. Global retail e-commerce transactions were estimated to reach 5.8 trillion US dollars in 2023. Forecasts indicate a 39 percent increase in this number in the coming years, with projections exceeding eight trillion dollars by 2027 (Stephanie Chevalier, 2024). This prediction reinforces the dominance of fashion e-commerce in the global e-commerce landscape.

A distinct shift in consumer behavior and how fashion companies operate illustrates the extensive influence e-commerce has on the fashion industry. The use of fashion products has greatly increased through websites and apps on portable devices. This is because new and innovative technologies have been developed and adopted by society, leading people to rely more on the internet and mobile phones.

In research conducted by Shim and Eastlick in 2011, it was found that e-commerce has, on many occasions, focused more on the fashion industry. Their study explores the impact of consumer behavior and business operations of vendors. A different study by Seo, Kim, and Kim (2017) points out that, in terms of dressing and buying habits, people, especially consumers, prefer high-quality clothing, which expands the market for high-end fashion products. As a result, Hadi and Deghghan (2019) further emphasize the crucial role played by technological advancements and

the internet in the rise and growth of e-commerce in the fashion world.

Ultimately, e-commerce is changing the fashion market, and to succeed in this evolving landscape, companies must recognize the factors driving this rapid development and understand consumer behavior across the hundreds of online fashion stores.

3.1.1.2. E-commerce and the Moroccan market

The Moroccan e-commerce market has been growing steadily, with 6.4 million users in 2017 and 14.7 million in 2022. This represents about 40% of the country's population and confirms that e-commerce is becoming increasingly popular. This expansion can be attributed to factors such as the widespread availability of the Internet, the increasing use of mobile devices, and the rise of online stores.

It is expected to reach a number close to 19.26 million in Morocco by the end of the year studied, which shows a great expansion, and studies show that this acceleration will continue in the coming times.

The number of mobile Internet users in Morocco is also expected to double to reach 16 million in 2028 from 7.8 million in 2019. This proves and validates the dependence on mobile devices for online activities.

In addition, the report states that online shopping in Morocco is expected to dominate in areas such as electronics and clothing, while offline shopping will remain dominant in categories such as groceries, household items, and furniture.

As for the situation in 2023, all aspects of online shopping determine a very different outlook in Morocco. Such phenomena should be noted because they can be linked to the convenience of purchasing methods available on online platforms, which have contributed to the increase in the adoption of online shopping among Moroccan consumers.

3.1.2. Variables

3.1. Dependent and independent variables

Dependent variable	Online purchase intention	
Independent variables	Website usability factors	- Content, organization, and readability - Navigation and links - User interface design - Performance and effectiveness
	Branded app usability factors	- User-friendliness - Response speed - Fun - Personalization - Omnipresence

3.1.3. Justification for Chosen Variables

3.1.3.1. Web usability

The first step was to review the available literature that supported the parameters of website usability. The WEBUSE model, based on Chiew & Salim (2003), was used to identify the relevant factors. Content, organization, and readability were selected to assess the user's ability to access and navigate the information on the site. Next, navigation and links were included, as they are essential elements of the site, directly affecting user functionality and enabling smooth navigation. The design of the website interface was also considered, as it significantly influences the user experience and their interaction with the site. Finally, the last factor, performance and efficiency, was introduced, as it is responsible for the speed, reliability, and functionality of the site.

The role of these elements in previous studies on website usability and the importance of their contribution to the decision-making process for online purchase intention have been established as important factors. It has been proven that the content, organization, and readability of a website bring further changes in users' trust and perceived usefulness and, ultimately, in their purchase intention (McKechnie et al.

2006). Good and efficient navigation, in addition, improves users' satisfaction and their inclination to purchase (Lee et al., 2006). User interface design is a key feature that is most recognized by users; their satisfaction and consideration of ease of use determine purchase intention, which is the main psychological factor influencing purchase (Chen & Ching, 2013). Last but not least, it has been proven beyond a shadow of a doubt that the performance and effectiveness of a website can influence users' beliefs and satisfaction, as well as their purchasing decisions (DeLone & McLean, 2003).

3.1.3.2. Branded app usability

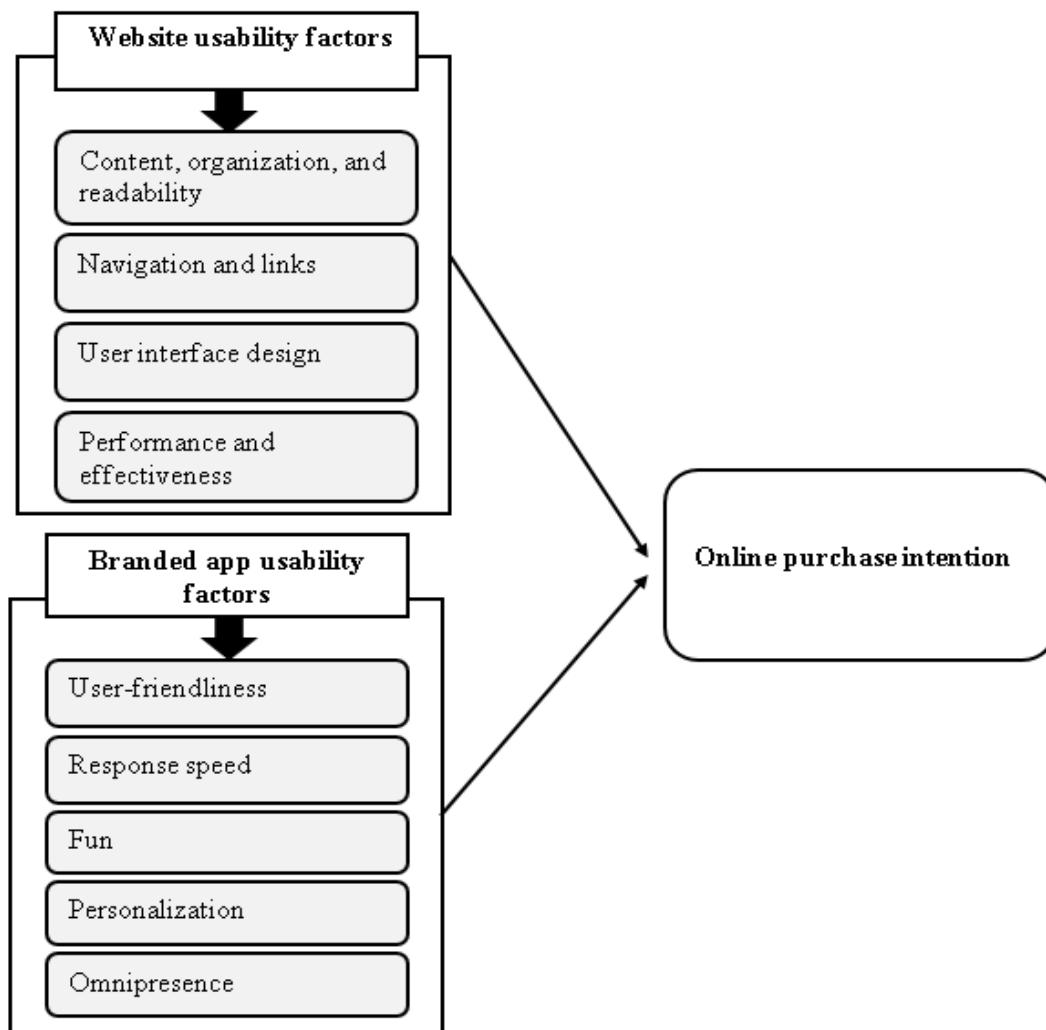
Tae Hyun Baek and Chan Yun Yoo designed and validated an extensive branded app usability evaluation that prioritizes consumer feedback, rather than focusing solely on the technical aspects traditionally explored in mobile marketing research. Their findings reveal that the usability of branded mobile apps is a multifaceted concept, encompassing five key elements: user-friendliness, personalization, speed, enjoyment, and ubiquity.

Besides, these selected elements are in harmony with existing theories on user interfaces of branded mobile applications. The Technology Acceptance Model (TAM) is a widely implemented model for studying user technology acceptance, offering a theoretical perspective on the impact of user-friendliness, response speed, and personalization. In addition, the Flow Theory in our research is based on the observation that people typically engage in activities that lead to a state of flow, characterized by delight and enjoyment. Similarly, the Theory of Planned Behavior (TPB) emphasizes how usability factors such as website content, organization, and ease of navigation can shape users' attitudes toward behavior, influence subjective norms through social sharing, and enhance perceived behavioral control by simplifying navigation. Furthermore, the Consumer Decision-Making Process Model explains how usability factors play a role in each stage of the decision-making journey—from problem recognition and information search to the evaluation of alternatives, purchase decisions, and post-purchase behavior. These theories together provide a comprehensive understanding of how branded app usability can impact consumer behavior and online purchase intention.

3.1.4. Hypotheses

- « H1: The content, organization, and readability of e-commerce websites positively influence consumers' intention to make online purchases. »
- « H2: The navigation and links of e-commerce websites positively influence consumers' intention to make online purchases. »
- « H3: The user interface design of e-commerce websites positively influence consumers' intention to make online purchases. »
- « H4: The performance and effectiveness of e-commerce websites positively influence consumers' intention to make online purchases. »
- « H5: Personalization features in branded apps positively influence consumer's intention to make online purchase. »
- « H6: The response speed in branded apps influences consumers' intention to make online purchases in a positive way. »
- « H7: The degree of enjoyment and entertainment in branded apps has a positive impact on consumers' intention to make online purchases. »
- « H8: The omnipresence of branded apps positively affects online purchase intention.»
- « H9: The user-friendliness of branded apps positively affects consumers' intention to make online purchases. »

3.1.5. Conceptual Diagram



3.1. Conceptual framework of website and branded app usability factors influencing online purchase intention

3.2. Research design

3.2.1. Type of the study

This thesis adopts a quantitative approach (survey by questionnaire).

3.2.2. Purpose

The research utilizes quantitative methods to explore the factors affecting user behavior in online purchasing within the Moroccan fashion industry. It aims to understand the intricate connection between website usability/branded app usability

and their influence on the intention to make online purchases. By examining these relationships, the study aims to identify key factors shaping users' perceptions and decisions while also quantifying the extent of their impact. Furthermore, this study goes beyond theory to provide practical insights and recommendations for e-commerce companies seeking to improve their digital platforms.

3.2.3. Place

The questionnaire was distributed in several cities across Morocco, as well as to Moroccan individuals residing in various other countries.

3.2.4. Population and Sample of the research

The study utilizes a non-probabilistic sampling method called convenience sampling. This method is chosen for data collection due to practicality and availability, allowing for quick and cost-effective data gathering. Moreover, it simplifies the recruitment of participants, streamlining the overall process. The sample comprises over 450 individuals with prior online shopping experience in the fashion industry. A questionnaire is distributed to this sample, preceded by an introductory page outlining the research's purpose and guaranteeing anonymity. The database encompasses both male and female participants, aged 18 and above, who fulfill the requirement of engaging in online fashion shopping.

3.2.5. The method used for data collection

In this study, the “online survey method” was implemented. As mentioned by Gueguen (2000), online questionnaires are among the best data collection methods, offering various advantages over traditional mail surveys. The survey tool used in this study is “Google Forms,” which was used to develop and conduct the questionnaire. This system allows for efficient data collection and simplifies the survey process for respondents.

The use of an online survey in this study offers the advantage of easy accessibility to a diverse audience via the internet, allowing for quick and cost-effective data collection. In addition, the convenience of dissemination via digital platforms such as email and social media makes it easier to reach a wide range of potential participants, thereby improving the efficiency of data collection.

3.2.6. Measures and data analysis

After determining the survey type and sampling method, it is necessary to describe the measurement scales of the constructs in the conceptual framework. These constructs include online purchasing intention; organization, readability, and content; links and navigation; user interface design; effectiveness and performance; user-friendliness; response speed; fun; personalization; and omnipresence.

The measurement scales for website usability factors, mobile app usability factors, and online purchase intention used in this study were adopted from established frameworks to ensure validity and reliability. Specifically, website usability factors were derived from Chiew & Salim (2003), mobile app usability factors from Tae Hyun & Chan Yun (2018), and online purchase intention from Ajzen & Fishbein (1980). A detailed presentation of these measurement scales is provided in Table A.1 of the appendix.

The items related to the website were rated on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). In addition, the items related to branded apps and online purchase intention were rated on a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7).

3.2.6.1. Measurement of website usability factors

The usability of a website has a profound impact on online purchase intention. The process of designing the user experience is mainly based on features like impressive content, seamless navigation, sophisticated user-interface design, and glitch-free performance. When a site is well-structured, easy to use, visually attractive, and runs perfectly, this makes users happy and endorses the website. Applying high priority to such significant factors can help a website to precisely determine online purchasing intention so that online purchases could be encouraged and more e-commerce activities can be involved.

The measurement scales used for website usability are made up of 24 items; each factor contains six items. Chiew and Salim (2003) designed a website usability evaluation questionnaire based on various measures and techniques for evaluating usability. This questionnaire, called "WEBUSE," consists of a unique set of 24

usability guidelines that were created as a result of our research. Therefore, the instrument used for website usability measurement in this study will be WEBUSE.

3.2.6.2. Measurement of branded app usability

The usefulness of a branded app influences consumers' judgment of whether they will make online purchases. An app that is easy to use, customizable to individual preferences, and responsive delights customers, providing them with the best quality of service. Through such an app, brands can emphasize these key factors, making the app instrumental in eliciting users' desire to shop online, thereby facilitating higher engagement and smoother e-commerce transactions.

Tae Hyun Baek and Chan Yun Yoo (2018) proposed and verified an extensive assessment process, creating and confirming a measurement tool for branded app usability (Baek & Yoo, 2018). Unlike previous mobile marketing studies, which focused on technical issues, their approach relied on customers' viewpoints for the assessment. The findings revealed that branded app usability encompasses multiple dimensions, consisting of 13 items grouped into five factors: usefulness, personalization, response time, gamification, and ubiquity.

Thus, the measuring scales used to assess the usability of branded apps comprise 13 items, with 3 items per question dedicated to each of the factors: user-friendliness, personalization, and speed in response. As for fun and omnipresence, they are illustrated by two items.

3.2.6.3. Measurement of online purchase intention

Online intention was measured based on the scale presented by Aijzen and Fishbein (1980), which had three basic items. These instruments aim to measure customers' level of online shopping and then have the ability to test customers' progress on online shopping.

4. FINDINGS

The respondents were giving time to answer all questions. A total of 460 questionnaires were distributed; after being filtered and identified, only 457 were satisfactorily completed and usable.

4.1. Demographic information

Profile of respondents (N=460)

4.1. Demographic characteristics of respondents

Variable	Category	Frequency	Percent
Gender	Male	178	38.7%
	Female	253	55.0%
	Missing	29	6.3%
Age	18 to 25 years old	157	34.1%
	26 to 40 years old	223	48.5%
	41 to 60 years old	71	15.4%
	Over 60	6	1.3%
	Missing	3	0.7%
Occupational Status	Student	128	27.8%
	Employed (full-time)	167	36.3%
	Employed (part-time)	40	8.7%
	Self-employed	73	15.9%
	Retired	5	1.1%
	Unemployed	44	9.6%
	Missing	3	0.7%
Monthly Income	Less than 5000 MAD	244	53.0%
	5000 to 10000 MAD	130	28.3%
	10001 to 20000 MAD	63	13.7%
	20001 to 30000 MAD	19	4.1%
	30001 and above	1	0.2%
	Missing	3	0.7%

This study comprised a total of 460 participants, out of whom 29 participants' gender data was missing. Out of 431 respondents who gave details of their gender, 41.3% were male, and 58.7% were female. This points to a higher degree of response from females as compared to males in the survey.

Concerning the age distribution, it indicates that the majority of participants (48.8%) are between 26 and 40 years old. A significant portion (34.4%) are between 18 and 25 years old, while participants aged 41 to 60 constitute 15.5%. For participants over 60 years old, they represent only 1.3%. These age distributions show that the survey was likely to capture only young or middle-aged participants.

As for the occupational status, the most frequent group is full-time employees, making up 36.5% of the participants. Students follow closely at 28%, with self-employed workers accounting for 16%. Part-time employees represent 8.8%, while the unemployed and retired account for 9.6% and 1.1%, respectively. These statistics indicate a diversity of professional statuses among the survey respondents.

Regarding monthly income, more than half of the participants (53.4%) earn less than 5,000 MAD, followed by 28.4% who earn between 5,000 and 10,000 MAD. Around 13.8% fall within the 10,001 to 20,000 MAD range, while only a small fraction (4.2%) earn between 20,001 and 30,000 MAD. The smallest percentage is found in the category earning more than 30,001 MAD, which constitutes just 0.2%. These statistics indicate that the majority of respondents fall within the low to middle-income bracket.

4.2. General online shopping behavior

4.2. Frequency of Online Shopping and Fashion Shopping Online

Frequency	Online Shopping (Frequency)	Online Shopping (Percent)	Fashion Shopping (Frequency)	Fashion Shopping (Percent)
2-3 times a week	45	9.8%	45	9.8%
4-5 times a week	55	12.0%	39	8.5%
Once a week	109	23.7%	97	21.1%
Once every two weeks	117	25.4%	100	21.7%
Once a month or less	131	28.5%	176	38.5%
Total	457	100.0%	457	100.0%
Missing	3	0.7%	3	0.7%
Overall Total	460	100.0%	460	100.0%

The results show that a significant percentage of respondents shop online. Specifically, 28.5% of participants shop online once a month or less, 25.4% shop once every two weeks, and 23.7% shop once a week. A smaller percentage shop more frequently, with 12% shopping 4-5 times a week and 9.8% shopping 2-3 times a week. Given this distribution, study participants shop online moderately to infrequently.

Similarly, for online fashion shopping, the trend is somewhat comparable. The largest group (38.5%) purchases fashion items once a month or less, followed by 21.7% who shop once every two weeks and 21.1% who shop once a week. Less frequent shopping habits are observed, with 8.5% shopping 4-5 times per week and 9.8% shopping 2-3 times per week.

This trend implies that although online fashion purchases are common among respondents, they occur less frequently on average. The general tendency of participants to make infrequent online purchases is evidenced by the consistency between their overall online shopping behavior and their fashion shopping behavior.

4.3. Device preferences

Device Preferences	Frequency	Percentage
Computer and Laptop	371	41.40%
Smartphone	368	41.07%
Tablet	157	17.52%
Missing	3	0.33%

This question was designed to identify the device most frequently used by participants for purchasing products online. Out of 460 participants, three did not respond to the questionnaire. The analysis focused on three categories of devices: computers/laptops, smartphones, and tablets.

–Computer/Laptop: 41.4% of respondents selected this device for online shopping, making it one of the most popular options. This preference is likely due to the larger screen size and familiarity with desktop or laptop browsing.

–Smartphone: Nearly the same percentage as computers/laptops, with approximately 41.7% of respondents choosing this option. This indicates a significant number of consumers prefer shopping on their mobile devices, highlighting the importance of mobile optimization for e-commerce platforms.

–Tablet: Chosen by approximately 17.5% of respondents, showing a lower but still notable preference for this device. Tablet users may appreciate the balance between screen size and portability for online shopping activities.

–A total of 0.33% of respondents did not provide a response to this question.

4.4. Fashion products preferences

Fashion product Preferences	Frequency	Percentage
Clothing	429	53.35%
Footwear	187	23.25%
Accessories	153	19.02%
Perfumes	7	0.87%
Makeup &Cosmetics	9	1.11%
Bags	9	1.11%
Belts	3	0.37%
others	4	0.49%
Missing	3	0.33%

Clothing emerges as the most preferred category for online shopping, with over half of the respondents (53.35%) indicating a preference for purchasing clothing items. Footwear follows as the second most popular category, with approximately 23.25% of respondents favoring online purchases in this segment.

Accessories also show a notable level of popularity, with approximately 19.02% of participants choosing to buy them through online platforms.

Makeup & cosmetics, perfumes, and bags also reflect significant preference percentages, suggesting varying levels of interest in beauty and personal care products.

Other categories, including belts, caps, sportswear, watches, sunglasses, and scarves or veils, show lower preference percentages, indicating they cater to more niche markets or are in less demand compared to the leading categories.

This analysis highlights clothing, footwear, and accessories as the primary focus of respondents' online shopping preferences. However, the variation in interest across different categories suggests potential opportunities for retailers to cater to diverse consumer demands in the online fashion market.

4.5. Top five Preferred Websites and Mobile Apps for Online Fashion Shopping

Brands	Frequency	Percentage
Shein (5)	262	18.11%
Jumia (3)	177	12.24%
Amazon (6)	155	10.71%
Aliexpress (4)	140	9.68%
Asos (15)	97	6.70%

The analysis of participants' responses reveals a clear preference for specific online platforms in the field of fashion shopping. Among more than 130 brands selected, the five most frequently chosen websites and mobile applications are:

- **Shein:** Leading the preferences, Shein is favored by 262 participants, representing 18.11% of the total. This percentage highlights Shein's strong market presence and successful positioning as a retailer of trendy, affordable fashion items.
- **Jumia:** As the second most preferred platform, Jumia was selected by 177 participants (12.24%). This relatively high usage suggests that Jumia effectively caters to regional fashion shopping needs, likely due to its localized services and product offerings.
- **Amazon:** With 155 participants (10.71%) choosing it, Amazon ranks third. This indicates that Amazon's vast selection and reliability have made it one of the top choices for online fashion shopping.
- **AliExpress:** Selected by 140 respondents (9.68%), AliExpress is the fourth most popular choice. This preference may stem from its competitive pricing and availability of best-selling fashion items from a wide range of brands, appealing to price-sensitive shoppers.
- **ASOS:** Chosen by 97 participants (6.70%), ASOS ranks fifth. This may be due to its focus on a specific market segment, targeting fashion-conscious consumers seeking stylish and upscale clothing.

4.6. Web preferences/ app preferences

website	Number of times repeated	frequency	Mobile app	Number of times repeated	frequency
Shein	54	11.74%	Shein	58	12.60%
Marwa	32	6.95%	Aliexpress	48	10.43%
Jumia	31	6.74%	Jumia	46	10%
Modanisa	20	4.35%	Asos	42	9.13%
Chic-me	14	3.04%	Amazon	30	6.52%

For website preferences, **Shein** is the most preferred platform, with 54 respondents, representing 11.74% of the total population of 457 respondents. Following Shein, **Marwa** is chosen by 32 respondents (6.99%), and **Jumia** is close behind with 31 respondents (6.74%). **Modanisa** is preferred by 20 respondents (4.35%), while **Chic-Me** ranks fifth, with 14 respondents (3.04%).

In terms of mobile app preferences, **Shein** again leads, with 58 respondents (12.60%). **AliExpress** is the second most popular app, with 48 respondents (10.43%), followed by **Jumia**, used by 46 respondents (10%). **ASOS** has 42 respondents (9.13%), and **Amazon** is preferred by 30 respondents (6.52%).

This data highlights Shein as the most widely used and recognized online fashion shopping platform among respondents, both in terms of website and mobile application usage. This success reflects effective market strategies and user-friendly platforms. Similarly, **AliExpress**, **Jumia**, and **ASOS** perform well, particularly in the mobile app segment. In this context, developing and optimizing mobile apps is crucial for retailers targeting mobile shoppers.

On the other hand, the relatively lower preference for websites such as **Marwa** and **Chic-Me** suggests that these brands may need to enhance their online presence and create more engaging web experiences to attract a larger audience.

4.3. The factors determining the intention to buy online

4.7. Descriptive Statistics

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
content1	457	1	5	3.88	.767
content2	457	1	5	3.77	.841
content3	457	1	5	3.85	.816
content4	457	1	5	3.67	.846
content5	457	1	5	3.78	.883
content6	457	1	5	3.68	.936
navigationlinks1	457	2	5	3.68	.907
navigationlinks2	457	1	5	3.56	.933
navigationlinks3	457	1	5	3.46	.948
navigationlinks4	457	1	5	3.54	.966
navigationlinks5	457	1	5	3.44	.956
navigationlinks6	457	1	5	3.41	1.033
userinterface1	457	1	5	3.62	.982
userinterface2	457	1	5	3.67	.952
userinterface3	457	1	5	3.40	1.011
userinterface4	457	1	5	3.56	1.016
userinterface5	457	1	5	3.38	1.078
userinterface6	457	1	5	3.50	1.011
performanceandeffectiveness1	457	1	5	3.47	1.026
performanceandeffectiveness2	457	1	5	3.34	1.087
performanceandeffectiveness3	457	1	5	3.51	.951
performanceandeffectiveness4	457	1	5	3.65	.923
performanceandeffectiveness5	457	1	5	3.85	.835
performanceandeffectiveness6	457	1	5	3.71	.863
userfriendliness1	457	1	7	5.43	1.092
userfriendliness2	457	1	7	5.54	1.133
userfriendliness3	457	1	7	5.40	1.177
personalization1	457	1	7	5.20	1.321
personalization2	457	1	7	5.21	1.195
personalization3	457	1	7	4.97	1.359

speed1	457	1	7	5.21	1.261
speed2	457	2	7	5.25	1.235
speed3	457	1	7	5.00	1.265
fun1	457	1	7	5.20	1.133
fun2	457	1	7	5.59	1.051
omnipresence1	457	1	7	5.28	1.153
ominpresence2	457	1	7	5.28	1.113
PurchaseIntention1	457	1	7	5.26	1.029
PurchaseIntention2	457	2	7	5.33	1.033
PurchaseIntention3	457	1	7	5.34	.991
Valid N (listwise)	457				

The table below presents the summative results of the responses received for all variables (Content, Navigation & Links, User Interface, Performance & Effectiveness, User Friendliness, Personalization, Speed, Fun, Omnipresence, and Purchase Intention). Each variable was analyzed by computing the mean, standard deviation, and range of scores.

- **Content:** Respondents generally have a positive perception of the content, with moderate consistency in their responses.
- **Navigation & Links:** The results indicate a somewhat positive perception of navigation links, though variability in responses suggests differing opinions among respondents.
- **User Interface:** Feedback on the user interface is mixed, with some respondents rating it favorably while others express less satisfaction.
- **Performance & Effectiveness:** The results indicate moderate agreement among respondents regarding system performance and effectiveness.
- **User Friendliness:** Respondents generally perceive the system as user-friendly.
- **Personalization, Speed, Fun, Omnipresence, and Purchase Intention:** These variables generally show positive mean scores, with standard deviations reflecting moderate variability in responses.

4.8. Reliability analysis table

Variable	Items	Cronbach's Alpha
Content	6	0.832
Navigation & Links	6	0.781
User interface	6	0.766
Performance & effectiveness	6	0.800
User friendliness	3	0.700
Personalization	3	0.771
Speed	3	0.724
Fun	2	0.617
Omnipresence	2	0.564
Purchase intention	3	0.938

Cronbach's Alpha was computed for each scale to assess its internal consistency. The generally accepted criterion for Cronbach's Alpha is that it should be greater than 0.7 to indicate acceptable reliability. The reliability coefficients for each scale are as follows:

- **Content (6 items, $\alpha = 0.832$):** This variable demonstrates a high level of internal reliability among the items measuring content-related aspects. The Cronbach's Alpha of **0.832** indicates that the items within this variable are valid and consistently measure the same underlying construct.
- **Navigation & Links (6 items, $\alpha = 0.781$):** A good level of internal consistency is indicated by the alpha value of **0.781**, suggesting that the items evaluating navigation and links are reasonably reliable, though slightly lower than the Content variable.
- **User Interface (6 items, $\alpha = 0.766$):** Similar to the previous variables, this scale also exhibits a good degree of internal consistency, though slightly lower. This implies that the items measuring user interface aspects are moderately consistent with each other.
- **Performance & Effectiveness (6 items, $\alpha = 0.800$):** With an alpha of **0.800**, this variable demonstrates a good level of internal consistency. The items related to performance and effectiveness reliably measure the same construct.

- **User Friendliness (3 items, $\alpha = 0.700$):** A moderate level of internal consistency is indicated by this alpha value. While still acceptable, increasing the number of items could enhance reliability.
- **Personalization (3 items, $\alpha = 0.771$):** The items measuring personalization demonstrate strong internal consistency, as shown by the alpha score of **0.771**, indicating reliable measurement of the customization aspect.
- **Speed (3 items, $\alpha = 0.724$):** With an alpha of **0.724**, this variable exhibits moderate internal consistency, suggesting that speed-related items measure the same construct in a reasonably consistent manner.
- **Fun (2 items, $\alpha = 0.617$):** The fun-related items exhibit relatively weaker internal consistency, as indicated by the lower alpha value of **0.617**. Reliability could be improved by adding new items or refining the existing ones.
- **Omnipresence (2 items, $\alpha = 0.564$):** This variable has the lowest alpha value, implying lower reliability among the items measuring omnipresence. Adding additional items may be necessary to improve reliability.
- **Purchase Intention (3 items, $\alpha = 0.938$):** This variable has a very high internal consistency, with an alpha of **0.938**. This demonstrates that the items measuring purchase intention are highly reliable and consistently assess the intended construct.

The reliability analysis reveals varying degrees of internal consistency among the measurement items. Variables such as Content, Navigation & Links, User Interface, and Performance & Effectiveness exhibit high to satisfactory reliability, effectively measuring their respective constructs.

User Friendliness and Personalization show moderate inter-item reliability, suggesting that adding more items may improve consistency. Speed, Fun, and Omnipresence display relatively lower reliability, which could be enhanced through item refinement or expansion.

Notably, the Purchase Intention variable stands out with the highest internal consistency, reinforcing its validity in accurately measuring purchase behavior.

The correlation coefficients between the independent variables and the dependent variable (purchase intention) are shown in the following table:

4.9. Corelation Matrix

Variables	1	2	3	4	5	6	7	8	9	10
1.Purchase Intention	1	0.088	0.136**	0.179**	0.171**	0.239**	0.293**	0.195**	0.170**	0.186**
2. Content	0.088	1	-	-	-	-	-	-	-	-
3.Navigation Links	0.136*	-	1	-	-	-	-	-	-	-
4.User Interface	0.179*	-	-	1	-	-	-	-	-	-
5.Performance & Effectiveness	0.171*	-	-	-	1	-	-	-	-	-
6.User Friendliness	0.239*	-	-	-	-	1	-	-	-	-
7.Personalization	0.293*	-	-	-	-	-	1	-	-	-
8. Speed	0.195*	-	-	-	-	-	-	1	-	-
9. Fun	0.170*	-	-	-	-	-	-	-	1	-
10.Omnipresence	0.186*	-	-	-	-	-	-	-	-	1

Note: Correlations marked with ** are significant at the 0.01 level (2-tailed).

The degree of correlation between purchase intention and other independent variables was assessed using the correlation matrix. The findings of the correlation matrix are as follows:

- **Content, Organization, and Reliability:** The correlation with purchase intention is 0.088, which is positive but statistically insignificant ($p > 0.05$). This indicates that in the context of this study, "content, organization, and reliability" do not influence purchase intention in this dataset.
- **Navigation & Links:** The correlation with purchase intention is 0.136**, which is positive and statistically significant ($p < 0.01$). This shows that there is a significant relationship between the measures of "navigation and links" used on online sites and purchase intentions.
- **User Interface:** The correlation with purchase intention is 0.179**, which is positive and statistically significant ($p < 0.01$). This suggests that purchase intentions are significantly enhanced by a well-designed user interface.

- **Performance & Effectiveness:** The correlation with purchase intention is 0.171**, which is positive and statistically significant ($p < 0.01$). This means that the efficiency of online sites plays a crucial role in determining purchase intentions.
- **Personalization:** The correlation with purchase intention is 0.293**, which is positive and statistically significant ($p < 0.01$). This indicates that personalization in branded apps is one of the most significant determinants of purchase intentions.
- **User Friendliness:** The correlation with purchase intention is 0.239**, which is positive and statistically significant ($p < 0.01$). This suggests that there is a strong relationship between the user-friendliness of branded apps and purchase intentions.
- **Omnipresence:** The correlation with purchase intention is 0.186**, which is positive and statistically significant ($p < 0.01$). This implies that omnipresence in branded apps has a substantial impact on purchase intention.
- **Fun:** The correlation with purchase intention is 0.170**, which is positive and statistically significant ($p < 0.01$). This demonstrates that enjoyable features in branded apps have a positive impact on users' purchase intentions.
- **Response Speed:** The correlation with purchase intention is 0.195**, which is positive and statistically significant ($p < 0.01$). This highlights that branded apps with faster response times boost purchase intentions.

The results of the hypothesis testing are compiled in the table below, along with the "correlation coefficients", "significance levels", and "acceptance" or "rejection" of each hypothesis.

4.10. Hypothesis Testing Summary

Hypothesis	Pearson Correlation	Sig. (2-tailed)	Decision	Comment
H1: The content, organization, and readability of e-commerce websites positively influence consumers' intention to make online purchases.	0.088	0.061	Rejected	Not statistically significant ($p > 0.05$)
H2: The navigation and links of e-commerce websites positively influence consumers' intention to make online purchases.	0.136**	0.004	Accepted	Statistically significant ($p < 0.01$)
H3: The user interface design of e-commerce websites positively influence consumers' intention to make online purchases.	0.179**	0.000	Accepted	Statistically significant ($p < 0.01$)
H4: The performance and effectiveness of e-commerce websites positively influence consumers' intention to make online purchases.	0.171**	0.000	Accepted	Statistically significant ($p < 0.01$)
H5: Personalization features in branded apps positively influence consumers' intention to make online purchases.	0.293**	0.000	Accepted	Statistically significant ($p < 0.01$)
H6: The response speed in branded apps influences consumers' intention to make online purchases in a positive way.	0.195**	0.000	Accepted	Statistically significant ($p < 0.01$)
H7: The degree of enjoyment and entertainment in branded apps has a positive impact on consumers' intention to make online purchases.	0.170**	0.000	Accepted	Statistically significant ($p < 0.01$)
H8: The omnipresence of branded apps positively affects online purchase intention.	0.186**	0.000	Accepted	Statistically significant ($p < 0.01$)
H9: The user-friendliness of branded apps positively affects consumers' intention to make online purchases.	0.239**	0.000	Accepted	Statistically significant ($p < 0.01$)

- H1 is rejected as the correlation is not statistically significant.

- H2 through H9 are accepted as the correlations are statistically significant at the 0.01 level.

According to this analysis, it is evident that several factors significantly impact online purchase intention. These include: navigation links, user interface, performance and efficiency, personalization, omnipresence, fun, and response speed. However, the effects of content, organization, and reliability appear to be negligible.

These findings have important implications for e-commerce site design and branded app development. Focusing on these key factors can help businesses enhance their online presence and increase online purchase intentions.

4.4. E-Commerce Preference and Platform Distinctions

4.11. Platform preferences

Device	Frequency	Percent
Mobile app	196	42.6%
websites	168	36.52%
Both	93	20.21%
Missing	3	0.65%
Total	460	100%

The most popular platform indicated in this study is mobile applications, with 42.6% of participants saying they prefer them. Following this, 36.52% of participants preferred websites, showing a significant secondary preference. Additionally, 20.21% of users access both mobile apps and websites simultaneously, highlighting the importance of cross-platform compatibility for a substantial portion of users. Moreover, only 0.65% of respondents reported having no preference.

These findings underscore the utility of mobile apps while emphasizing the need for businesses to support both mobile applications and websites to meet customer preferences and maintain website relevance.

4.12. Comparing Website and Mobile App Features

Websites Preferences	Mobile Apps Preferences	Both Preferences
Detailed research capability	Convenience for quick, spontaneous purchases	Ability to compare products and prices
Ability to open multiple tabs and compare products and prices	Personalized recommendations	Access from any device
Wide range of products and brands	Notifications for exclusive offers and flash sales	No need to download or install apps
More detailed product descriptions and larger images	Exclusive discounts and promotions	Easy sharing of products with others
Better search and filtering options	Faster loading times	Notifications for promotions and discounts
Easier navigation	Offline accessibility for certain features	Security measures to protect personal information
Accessible from any device without installation	Loyalty programs and rewards	Faster and easier checkout processes
Larger screen for better viewing	Save payment and shipping information securely	Access to customer reviews and ratings
More comprehensive shopping experience	Barcode scanning for quick product information	More detailed product information
Better access to customer reviews and ratings	Virtual try-on for fashion items	Variety of payment options
More advanced search functionality	Voice search functionality	
More privacy and security	Access to special offers and promotions	
Larger product catalog	One-touch payment options	
Quick access to customer service	Tracking orders and managing account information	
Higher-quality product images	Sharing products and purchases with friends	
Easy comparison of products	Quick returns and exchanges	
More detailed information about materials	Early access to new collections or limited edition items	
Comprehensive shipping information	Simplified checkout processes	
Better organization of product categories	Alerts for new arrivals and updates	
Clearer presentation of fashion items	Instant help through in-app chat	

4.13. National and international platforms preferences

Platform	Frequency	Percent
National	60	13.04%
International	257	55.86%
Both	140	30.43%
Missing	3	0.65%
Total	460	100%

The findings demonstrate that a considerable number of respondents (257 individuals, or 55.86% of the sample) prefer international fashion e-commerce platforms. Following closely behind, 140 respondents (30.43%) indicated a preference for both national and international platforms. A smaller group of 60 respondents, or 13.04%, preferred national platforms. The total number of cases with missing platform preference data was 3, which is a negligible 0.65% of the cases.

This distribution highlights a notable trend toward global e-commerce platforms, suggesting that these platforms are favored by the majority of participants in the survey.

4.14. The factors influencing the choice

National Platforms	International Platforms	Both
– Understand local fashion trends and traditions – Contributes to the local economy and artisans – Offers traditional and culturally significant items – Faster and reliable shipping options – Accepts widely used local payment methods – Customer support in the local language – Builds a sense of community and pride – May offer competitive pricing and local discounts – Supports local artisans and sustainable fashion practices	– Offers diverse styles, brands, and trends worldwide – Showcases unique products not found locally – Competitive deals, promotions, and global discounts – Explores different styles and trends from around the world – Convenient shipping, multilingual interfaces, global payments – Provides innovative features like AR try-on and personalized recommendations – Prioritizes sustainability and ethical fashion practices	– Offers products reflecting local and global cultures – Supports both local and international brands – Offers a mix of traditional and global fashion – Offers various shipping options based on location – Offers a range of payment methods for global customers – Provides multilingual support for diverse customers – Fosters a sense of belonging for customers worldwide – Provides access to both local and international items – Offers a mix of exclusive and widely available items – Features various pricing options and promotions – Allows exploration of both local and global trends – Offers convenience for both local and global customers – Enhances shopping experience with advanced features – Offers sustainable and ethical fashion options

4.15. Unique Features of Fashion E-commerce Platforms

Feature	Description
Social integration	– Integrating with social media platforms – Collaborations with influencers – creating a community for users to connect and share
Fast and reliable services	– Fast delivery – Quick problem resolution – Efficient shipping options
Transparency and information	– Clear return policies – Detailed product information
Exclusive collaborations and collections	– Partnerships with designers, celebrities, influencers – The presentation of exclusive collections
Customer service	– Exceptional customer service – Responsive support – Easy returns – Quick problem resolution
Product presentation	– High-quality product images – Detailed descriptions – The ability to view products from different angles – The use of virtual try-on features for clothes and accessories
Visually appealing and user-friendly interface	–
Navigation and ease of use across various devices	–
Loyalty programs and discounts	–
Secure and convenient payment options	–
Personalization based on individual style preferences and shopping history	–
Sustainability and ethical practices	–
Global and multilingual support	–
Innovative technologies	–

5. DISCUSSION

This work specifically investigated the influence of website usability and branded app usability in the formation of purchase intentions in Moroccan fashion brands. Therefore, the objectives of the research were to identify the effect of several usability factors on consumer behavior in the Moroccan digital fashion sector. The conclusions presented here contribute to a better understanding of how these usability factors affect the buying decisions of the customers, and the knowledge can benefit both empirical and theoretical research in the sphere of e-commerce.

5.1. Website usability findings

The results show that the usability of the website, with specific reference to variables like navigation, user interface, and performance, has a significant influence on increasing purchase intentions among Moroccan consumers, whereas content had a minimal effect.

These results align with previous research by Nielsen (2000) and Krug (2014), which emphasize that well-structured navigation and an intuitive UI significantly enhance consumer trust and conversion rates. Furthermore, the importance of website performance is supported by Agarwal and Karahanna (2000), who found that slow-loading pages negatively impact consumer retention and sales. Studies such as those by Cyr et al. (2009) also affirm that user interface aesthetics contribute significantly to perceived trust and credibility, reinforcing the idea that an effective UI design is crucial for consumer decision-making in online retail environments.

However, the study found that content did not have a significant impact on purchase intention. This contradicts prior research by Li et al. (2017) and Kim & Lennon (2013), which argue that high-quality content is a fundamental driver of online engagement and trust. A possible explanation for this divergence could be that Moroccan consumers prioritize ease of use and efficiency over extensive content when

shopping online. Another possible reason is the increasing reliance on external sources, such as social media reviews and influencer recommendations, which may reduce the necessity of detailed content on e-commerce websites.

Future research could further explore this discrepancy by incorporating qualitative insights from users regarding their expectations of website content. Additionally, examining how different content presentation styles, such as video-based descriptions or interactive visuals, influence consumer engagement could be valuable.

Similar research conducted by Hassan et al. (2019) focused on how website usability impacts the online shopping behavior of consumers in North Africa. Their findings showed that ease of navigation and fast page loading times were critical determinants of purchase intention, echoing the findings of the present study. Moreover, a study by Zhao et al. (2020) found that users often abandon shopping carts when website performance does not meet their expectations, further supporting the notion that website efficiency is paramount to successful e-commerce operations. Similarly, studies by Martins et al. (2021) and Becker et al. (2022) emphasized the necessity of a user-friendly interface, stating that websites with poorly structured designs and complex navigational elements tend to deter potential buyers. These findings provide robust confirmation that usability factors remain critical across different regions and sectors.

5.2. Branded App Usability Findings

The study also revealed that branded app usability factors, including personalization, response speed, and user-friendliness, have a strong positive impact on online purchase intention. This finding is consistent with prior studies by Stocchi et al. (2019) and Zhao & Balague (2015), who found that enhanced app usability improves consumer engagement, loyalty, and purchase likelihood. Similarly, Kim et al. (2015) highlight that gamification and interactive features within branded apps significantly enhance user satisfaction and retention, which supports the notion that usability plays a critical role in app-driven purchases.

Moreover, findings confirm that consumers are more likely to complete purchases through apps that provide a seamless and personalized experience. This is in line with research by Xu & Forman (2013), who found that omnipresence and

customized user interactions foster stronger brand attachment and engagement. Personalization in branded apps allows users to feel a sense of exclusivity and tailored service, which encourages higher levels of interaction and purchase frequency.

Studies by Bleier and Eisenbeiss (2015) indicate that personalized recommendations and targeted notifications significantly increase conversion rates, emphasizing the importance of dynamic and adaptive user interfaces.

Additionally, the incorporation of AI-driven personalization within branded apps is becoming a key determinant of consumer engagement. Research by Grewal et al. (2020) suggests that AI-enhanced recommendation engines improve decision-making efficiency and reduce search effort, leading to an increased likelihood of purchase. The integration of augmented reality (AR) features in branded apps, as seen in studies by Javornik (2016), also enhances consumer confidence in online purchases by allowing users to visualize products in a real-world setting before committing to a transaction. Future research could explore how AI-driven personalization and AR implementations in Moroccan fashion e-commerce impact purchase behavior and overall brand loyalty.

Studies such as those by Lin & Cheng (2021) further highlight the significance of mobile app usability, particularly in fast-growing e-commerce markets. Their research demonstrated that mobile applications with responsive designs, adaptive AI-based recommendations, and quick payment processing significantly increased repeat purchases among users. Similarly, a cross-regional study by Osei & Boateng (2022) compared mobile commerce adoption trends in Africa and Asia, finding that personalization and ease of use are universally critical factors in shaping user behavior. These findings substantiate the importance of branded app usability as a major driver of consumer retention and satisfaction in digital commerce platforms.

5.3. Cultural Dimensions of Usability

The study highlighted the importance of cultural factors in shaping online purchase behavior. Moroccan consumers demonstrated a preference for localized platforms like Jumia, which suggests that familiarity and trust in local payment methods and interfaces play a crucial role in purchase decisions. This preference is particularly evident in developing economies, where trust in digital transactions is still

evolving, and consumers often rely on platforms that integrate region-specific features such as local language support, cash-on-delivery options, and regional customer service representatives.

This trend aligns with findings from Hsieh & Lee (2022), who suggest that localized platforms incorporating culturally relevant payment methods and language support tend to achieve higher engagement rates. Additionally, prior studies by Almutairi & Alshamari (2020) emphasize that consumer trust is strengthened when e-commerce platforms align with local cultural expectations, which further supports these findings. Furthermore, Hofstede’s (1984) cultural dimensions theory highlights how high uncertainty avoidance in Moroccan consumers influences their preference for trusted, regionally established e-commerce platforms rather than international competitors.

A comparative analysis conducted by Mwangi & Nyaga (2023) examined how cultural adaptation impacts e-commerce success in African markets. Their study concluded that businesses incorporating local payment options, regional languages, and customer service tailored to local expectations experienced higher user retention and brand loyalty. These findings further reinforce the necessity for businesses operating in Morocco to adopt culturally relevant strategies in their e-commerce models.

5.4. Cross-Platform Usability Comparison

The analysis of key usability factors for websites and branded applications, as revealed by this study, is presented in the table below. It highlights users' priorities when using both systems and illustrates the intended purposes of different usability features.

5.1. Comparison of Website and Branded App Usability

Feature	Websites	Branded Apps
Top Priority	Content readability (mean: 3.88)	Personalization (mean: 5.21)
Device usage	Laptop usage (41.4%)	Smartphone usage (41.07%)

Readability of Content vs. Personalization: Among all website usability priorities, content readability ranks highest (mean = 3.88), indicating that users place strong importance on how content is presented and structured. Websites with clear, well-organized, and easily readable content are more likely to enhance user satisfaction and engagement.

In contrast, branded apps prioritize personalization (mean = 5.21), reflecting a greater demand for tailored experiences, including customized content and recommendations based on user behavior and preferences. This highlights the growing trend of mobile platforms catering to personalized experiences.

Device Usage: The analysis shows that websites are primarily accessed via laptops (41.4%), suggesting that websites are designed for larger screens and more complex navigation. Meanwhile, 41.07% of smartphone users access branded apps, indicating that these applications are optimized for quick, on-the-go interactions. This distinction underscores how websites and branded apps serve different user needs and contexts, shaping their usability features accordingly.

As summarized in Table 5.1, both platforms require effective usability design, but the key features users prioritize vary depending on the platform. For desktop users, clear content and structured organization are essential, whereas for mobile users, personalization and responsive interactions are the top priorities.

5.5. Implications of the Study

The theoretical contribution of this study is substantial. By demonstrating that most usability factors, except for content, significantly influence online purchase intentions, this research deepens the understanding of digital consumer behavior in emerging markets. It confirms that traditional website usability models remain relevant, particularly those derived from Nielsen (2000) and Fogg et al. (2003), while also highlighting the need to adapt them to the preferences of the Moroccan market.

From a practical perspective, the study offers key implications for e-commerce practitioners and digital marketers in Morocco. The findings emphasize the importance of prioritizing high-quality website and application design, ensuring easy navigation, an intuitive interface, and strong performance.

For fashion brands seeking to enhance their online presence, the results suggest that focusing on usability aspects, rather than content, would be more effective in driving consumer engagement and purchase intentions. Additionally, brands must consider cultural factors and align their digital strategies with the norms and expectations of their target audience to foster meaningful engagement on new media platforms.

5.6. Emphasizing Entertainment Value (Fun)

Of particular note is the study's finding regarding the entertainment aspect and its role in building consumer engagement and purchase intention, especially through mobile apps. Gamified, interactive, or reward-based features significantly enhance users' experience with e-commerce applications. The results, with fun scoring an exceptionally high mean of 5.29, indicate that consumers value enjoyment in their shopping experience as much as functional efficiency. By incorporating elements such as quizzes, reward systems, or virtual experiences (e.g., augmented reality), brands can enhance user engagement and make shopping more enjoyable. This approach can transform shopping into a personalized and engaging journey, fostering brand loyalty and increasing the likelihood of repeat purchases.

5.7. Limitations

Like any other study, this research has its limitations, which need to be acknowledged in this text.

5.7.1. Generalizability of Findings

This research primarily focuses on fashion e-commerce in Morocco. While the findings enhance the understanding of this specific context, they cannot be generalized to other industries or geographic regions. E-commerce platforms may exhibit different characteristics and usage priorities depending on cultural and economic conditions.

5.7.2. Self-Reported Data

The data were collected through a self-administered survey, making it susceptible to social desirability bias or over-reporting. Participants may have responded based on what they perceived as socially acceptable rather than their true behavior or preferences. As a result, the reliability of the statistical associations between usability factors and purchase intentions may be compromised.

5.7.3. Non-Significance of Content Variable

Although the content variable offers high reliability, it is not statistically significant in predicting purchase intentions. This result may be of interest to researchers but may also be influenced by some unmeasured variables or cultural differences not considered in this study. More research needs to be done about the way content influences the consumption behavior of Moroccans on the Internet.

5.7.4. Cross-Sectional Nature of the Study

A cross-sectional approach is used in this study, with all data collected at a single point in time. This approach does not account for changes in consumer behavior over time or changes in the usability of e-commerce over time. A longitudinal study could offer a broader insight into how usability affects customers' buying behavior across the stages of the customer decision-making process.

5.7.5. Limited Focus on Specific Usability Factors

The current research covers various aspects of usability but does not account for other factors influencing consumer behavior, such as trust, security, or the impact of marketing platforms like social media and influencer marketing. Integrating these elements in future studies would provide a more comprehensive understanding of usability in e-commerce.

5.7.6. Sample Composition

The sample consists primarily of young, middle-income Moroccan consumers. Even though this demographic is crucial in e-shopping, it excludes other groups, for instance, older clients, or those with a different income that may have different usability preferences.

6. CONCLUSION

This thesis has investigated the importance of website usability and branded app usability as key determinants of online purchase constructs in the Moroccan fashion e-commerce industry. These factors include content layout, link structure, user interface design, performance, personalization, responsivity, enjoyment, omnipresence, and ease of use; this work clarifies what these concepts mean in the consumption field of the cyber marketplace.

The results reveal that most usability factors, except for content within website usability, were found to be statistically significant in influencing online purchase intentions. This suggests that proper design of navigation, clean interfaces, and high performance have the potential to further improve the consumer experience on e-commerce websites. The relevance of these factors aligns with conceptual theories in the literature, which emphasize the importance of integrating technologically mediated systems to create user-friendly environments that can enhance consumer confidence among buyers.

Concerning branded app usability, all five factors—personalization, response speed, fun, omnipresence, and user-friendliness—were found to influence online purchasing behavior. This underscores the fact that apps have become integral to the consumer journey, particularly in markets where mobile is a key driver, such as Morocco. Today's consumers expect engaging, fast, and enjoyable interactions with brands on their mobile devices, which, in turn, increases their readiness to make online purchases.

The research findings, which reject the null hypothesis for the content variable in the context of website usability, challenge conventional wisdom described in the literature. While content quality is typically considered a fundamental attribute of digital marketing, the results of this study suggest that Moroccan consumers may prioritize the utilitarian and stylistic features of e-commerce website navigation and presentation over the content itself.

This finding is useful for digital marketers and e-commerce practitioners who might consider reshaping their approaches according to local consumers' expectations.

This thesis advances several theoretical findings that are useful in the study of digital consumer behavior and e-commerce. It extends existing usability models by applying them to the Moroccan market, confirming the relevance of traditional usability factors while also highlighting the need for these models to be adapted to local contexts. The results of branded app usability contribute to the body of literature by showing the importance of responsive and personalized mobile experiences in influencing consumers' intentions to make online purchases. Furthermore, challenging the current focus on content quality opens new avenues for theoretical study, suggesting a potential shift toward a more holistic understanding of digital usability that includes greater attention to design and performance.

From an operational perspective, this research offers useful recommendations for digital marketers, web developers, and e-commerce ventures targeting Morocco and other emerging economies. The results emphasize the importance of user-centric development and the enhancement of website and application performance. For e-commerce platforms, in particular, issues related to website navigation, ease of use, interface efficiency, and other factors that influence the consumer experience have the potential to directly impact customer satisfaction and conversion rates. Similarly, for branded mobile apps, a high degree of personalization, fast response rates, and continued user engagement through enjoyable experiences could further enhance consumer loyalty and drive sales in the online sphere.

This study has highlighted the pivotal role of usability in shaping consumer behavior in Morocco's e-commerce sector. By examining website and branded app usability, the findings contribute to a nuanced understanding of the factors driving online purchase intentions, particularly in emerging markets.

These findings underscore the importance of prioritizing user-centric strategies in digital platforms to meet evolving consumer expectations. By bridging theoretical frameworks and practical applications, this research not only enriches academic discourse but also provides meaningful analysis for practitioners aiming to thrive in the competitive digital economy. As digital landscapes continue to evolve, further research can expand upon these findings, exploring emerging trends and technologies that redefine consumer engagement.

7. RECOMMENDATIONS

This study contributes a great deal in terms of informing the effects of usability factors on purchase intentions in the Moroccan online fashion e-commerce market. Based on such findings, the following conclusions are drawn to inform practitioners and researchers on ways of optimizing the e-commerce platforms and making stronger attempts towards understanding consumer behavior.

7.1. Redefine usability strategies for websites and apps

E-commerce platforms require unique usability approaches due to the different demand patterns of websites and branded apps. Websites need to contain more reading and navigation features for desktop computers, among additional structures for organizing and accessing input information. Branded apps, however, need to emphasize customization, speed, and more interactive features for instant and dynamic engagement with mobile users.

7.2. Elevate user engagement through fun and gamification

The results emphasize the high role of "fun" as an important usability factor, highlighting a growing consumer demand for highly enjoyable online experiences. E-commerce sites can include some gamified elements, for example, reward programs and interactive quizzes, gamified shopping features, etc. For instance, brands can establish loyalty programs that offer consumers a way to get discounts or special offers by repeating the same process, thereby promoting consumer engagement as well as loyalty.

7.3. Achieve seamless omnipresence across platforms

The research highlights the central role of ubiquity in consumer satisfaction. E-commerce websites must have an uninterrupted experience on various devices for all customer interactions with the help of specific features like appliance synchronization (for example, synchronized shopping carts) or offline accessibility. Real-time updates and notifications can further enhance a customer's experience by ensuring that customers are engaged no matter which gadget they are using.

7.4. Localize platforms to reflect cultural preferences

The culture relevance factor was found to be a differentiating factor for Moroccan consumers. E-commerce platforms would have to plan their design around variable language options, Arabic and French, region-specific methods of payment such as cash on delivery, and product categories tailored to culture, e.g., traditional Moroccan clothing. Not only that, the localization in itself brings an added benefit of making the customers more secure, in addition to any increased depth of resonance that such platforms are likely to experience with consumers locally.

7.5. Investigate the paradox of content usability

The surprising nullity of the content variable in this study needs to be investigated further. Whereas content quality is often regarded as the bedrock of usability, this finding tends to suggest that Moroccan consumers favor layout and functionality instead of rich text. Further research could test whether this trend is consistent across emerging markets in general or whether it is instead a peculiarity among Moroccan users.

7.6. Expand inclusivity through diverse demographic representation

The focus of the study is mainly on young, middle-income Moroccan consumers, a key segment of online shoppers. Future e-commerce strategies should also keep under consideration these ergonomic needs for age groups not well represented, such as the older populations and rural users. Enhancing the accessibility

feature, like simple navigation and cleaner interfaces, can definitely make the platform very user-friendly in terms of inclusion in e-commerce facilities.

7.7. Harness emerging technologies for innovation

Emerging with the evolving landscape of e-commerce is the incorporation of technologies such as artificial intelligence (AI) and augmented reality (AR) for new standards in usability. AI-powered personalization, AR-based virtual try-ons, and voice search capabilities can revolutionize the shopping experience for Moroccan consumers by bringing the best of both worlds: convenience and innovation.

Those e-commerce websites, which come up with these innovations, will eventually be market leaders.

7.8. Build trust as an underlying usability factor.

Even though trust is not counted as a measurement in this study, it continues to be a key success factor for e-commerce platforms. In addition to visible safety certification features (e.g., SSL badges) and explicit return policies and customer reviews, these also contribute to reliability, assurance against the inherent fears of shopping online, and purchase intentions as well.

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APPENDICES

APPENDIX.A:

Table A.1. Measurement Scales for Usability Factors and Online Purchase Intention

Factors	Items	Origin
For website usability:		
“Content, organization and reliability”	1. “Fashion website contains most of my interests and topics and it is up-to-date.” 2. “I can easily find what I want at fashion website.” 3. “The content of the website is well organized.” 4. “Reading content at the website is easy.” 5. “I am comfortable with the language used on the Website.” 6. “I do not need to scroll left and right when reading at the official website.”	Chiew & Salim (2003)
“Navigation and links”	1. “I can easily know where I am at the website.” 2. “The official website also provides useful cues and links for me to get the desired information.” 3. “It is easy to move around at the website by using the links or back button of the browser.” 4. “The links at the website are well maintained and updated.” 5. “The website does not open too many new browser windows when I am moving around.” 6. “Placement of links or menu is standard throughout the website and I can easily recognize them.”	Chiew & Salim (2003)
“User interface design”	1. “This website’s interface design is attractive.” 2. “I am comfortable with the colors used at the website.” 3. “The website contains no feature that irritates me such as scrolling or blinking text and looping animations.” 4. “The website has a consistent feel and look.” 5. “The website does not contain too many Web advertisements.” 6. “The design of the website makes sense and it is easy to learn how to use it.”	Chiew & Salim (2003)

“Performance and effectiveness”	1. “I did not wait too long to download a file or open a page.” 2. “I can easily distinguish between visited and not-visited links.” 3. “I can access the website easily most of the time.” 4. “The website responds to my actions as expected.” 5. “It is efficient to use the website.” 6. “The website always provides clear and useful messages when I don’t know how to proceed.”	Chiew & Salim (2003)
For branded app usability		
“User-friendliness”	1. “It is easy for me to learn the functions of the branded mobile app.” 2. “Using the branded mobile app is clear and understandable.” 3. “Overall, the branded mobile app is easy to use.”	Tae Hyun & Chan Yun (2018)
“Personalization”	1. “The branded mobile app makes me feel that I am a unique customer.” 2. “I believe that the branded mobile app is customized to my needs.” 3. “The push notifications and promotions that the branded mobile app sends to me are tailored to my situation.”	Tae Hyun & Chan Yun (2018)
“Response speed”	1. “The branded mobile app is very fast in responding to my feedback.” 2. “The branded mobile app processes my input very quickly.” 3. “I am able to obtain the information from the branded mobile app without any delay.”	Tae Hyun & Chan Yun (2018)
“Fun”	1. “Using the branded mobile app makes me feel entertained.” 2. “Using the branded mobile app makes me feel pleased.”	Tae Hyun & Chan Yun (2018)
“Omnipresence”	1. “Using the branded mobile app enables me to find information at any place.” 2. “Using the branded mobile app fits any location, whenever I go.”	Tae Hyun & Chan Yun (2018)

For Online purchase intention		
“Online purchase intention”	1. “I intend to purchase online.” 2. “I plan to use the internet to purchase products within the next three months.” 3. “Overall, I would use the internet for online purchase.”	Ajzen and Fishbein (1980)

APPENDIX B : Questionnaire

Section 1 : Demographic information:

1. Gender?

- Male
- Female
- Prefer not to say

2. Age?

- From 18 to 25 years old
- From 26 to 40 years old
- From 41 to 60 years old
- Over 60

3. Occupation?

- Student
- Employed (full-time)
- Employed (part-time)
- Self-employed
- Retired
- Unemployed

4. Education Level ?

- Primary school
- Secondary school
- Bachelor's Degree
- Master's Degree
- Ph.D. Degree

5. Monthly Income:

- Less than 5000 MAD
- 5000 to 10,000 MAD
- 10,001 to 20,000 MAD
- 20,001 to 30,000 MAD
- 30,001 MAD and above

Section 2: General online shopping behavior:

1. How frequently do you shop online?

- Everyday
- 2-3 times a week
- 4-5 times a week
- Once a week
- Once every two weeks
- Once a month or less

2. How frequently do you shop for fashion products online utilizing websites /applications?

- Everyday
- 2-3 times a week
- 4-5 times a week
- Once a week
- Once every two weeks
- Once a month or less

3. What types of fashion products do you prefer to purchase through a mobile app or a website?

- Clothing
 - Footwear
 - Accessories
 - Other (please specify)
-

4. Which devices do you use for online shopping?

- Computer/laptop
 - Smartphone
 - Tablet
 - Other (please specify)
-

5. Which websites or mobile apps do you use for your online fashion shopping? Please list all the brands that you use.

6. Which website do you use mostly for your online fashion shopping?

7. Which mobile app do you use mostly for your online fashion shopping?

Section 3: The factors determining the intention to buy online

Factors related to Websites:

Considering the online website that you most frequently use for online fashion shopping, please express your opinion towards online purchases in relation to each of the statements below. On a scale of 1 to 5, where '1' represents strongly disagree and '5' represents strongly agree, please indicate the box that best corresponds to your opinion. For each statement, kindly select the rating that aligns with your viewpoint.

1. "Fashion website contains most of my interests and topics and it is up-to-date."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

2. "I can easily find what I want at fashion website."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3. “The content of the website is well organized.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

4. “Reading content at the website is easy.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5. “I am comfortable with the language used on the Website.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

6. “I do not need to scroll left and right when reading at the official website.”

- (Strongly Disagree);
- (Disagree);
- (Neutral);
- (Agree);
- (Strongly Agree);

7. “I can easily know where I am at the website.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

8. “The official website also provides useful cues and links for me to get the desired information.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

9. “It is easy to move around at the website by using the links or back button of the browser.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10. "The links at the website are well maintained and updated."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11. "The website does not open too many new browser windows when I am moving around."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

12. "Placement of links or menu is standard throughout the website and I can easily recognize them."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13. "This website's interface design is attractive."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

14. "I am comfortable with the colors used at the website."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

15. "The website contains no feature that irritates me such as scrolling or blinking text and looping animations."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16. "The website has a consistent feel and look."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17. "The website does not contain too many Web advertisements."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

18. "The design of the website makes sense and it is easy to learn how to use it."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

19. "I did not wait too long to download a file or open a page."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

20. "I can easily distinguish between visited and not-visited links."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

21. "I can access the website easily most of the time."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

22. "The website responds to my actions as expected."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

23. "It is efficient to use the website."

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

24. “The website always provides clear and useful messages when I don’t know how to proceed.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Factors related to mobile app:

Considering the online mobile app that you most frequently use for online fashion shopping, please express your opinion towards online purchases in relation to each of the statements below. On a scale of 1 to 7, where '1' represents strongly disagree and '7' represents strongly agree, please indicate the box that best corresponds to your opinion. For each statement, kindly select the rating that aligns with your viewpoint.

1. “It is easy for me to learn the functions of the branded mobile app.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

2. “Using the branded mobile app is clear and understandable.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

3. “Overall, the branded mobile app is easy to use.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

4. “The branded mobile app makes me feel that I am a unique customer.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

5. “I believe that the branded mobile app is customized to my needs.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

6. “The push notifications and promotions that the branded mobile app sends to me are tailored to my situation.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

7. “The branded mobile app is very fast in responding to my feedback.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

8. “The branded mobile app processes my input very quickly.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

9. “I am able to obtain the information from the branded mobile app without any delay.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

10. “Using the branded mobile app makes me feel entertained.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

11. “Using the branded mobile app makes me feel pleased.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

12. “Using the branded mobile app enables me to find information at any place.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

13. “Using the branded mobile app fits any location, whenever I go.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

Questions regarding Online Purchase Intention:

1. “I intend to purchase online.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

2. “I plan to use the internet to purchase products within the next three months.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

3. “Overall, I would use the internet for online purchase.”

- Strongly Disagree
- Disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Agree
- Strongly Agree

Section 4: E-Commerce Preference and Platform Distinctions

1. Which platform do you prefer for online shopping: websites or mobile apps? And why?

- Websites
 - Mobile app
 - Both
-

2. Are there specific features or functionalities on the website that you find more useful than those on the mobile app, or vice versa? Please list all your answers.

3. Are you more inclined to use national (Moroccan) fashion e-commerce websites/apps

or international ones for your online shopping needs?

- Moroccan fashion e-commerce websites/apps
- International fashion e-commerce websites/apps
- Both of them

4. What factors influence your choice between national and international fashion ecommerce platforms?

5. In your opinion, what unique features or characteristics make a fashion e-commerce website or mobile app stand out from others in the market?

APPENDIX C: Reliability results from SPSS

Content			
Case Processing Summary			
		N	%
Cases	Valid	456	99.1
	Excluded ^a	4	.9
	Total	460	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
		Cronbach's Alpha	N of Items
		.832	6

Navigation and links			
Case Processing Summary			
		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
		Cronbach's Alpha	N of Items
		.781	6

User interface			
Case Processing Summary			
		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
		Cronbach's Alpha	N of Items
		.766	6

Performance and effectiveness			
Case Processing Summary			
		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
		Cronbach's Alpha	N of Items
		.800	6

Userfriendliness			
Case Processing Summary			
		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
		Cronbach's Alpha	N of Items
		.700	3

Personalization			
Case Processing Summary			
		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
		Cronbach's Alpha	N of Items
		.771	3

Speed**Case Processing Summary**

		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.724	3

Fun**Case Processing Summary**

		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.617	2

Omnipresence**Case Processing Summary**

		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.564	2

Purchase Intention**Case Processing Summary**

		N	%
Cases	Valid	457	99.3
	Excluded ^a	3	.7
	Total	460	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.938	3

APPENDIX D: Correlation results from SPSS

Correlations (purchase intention/ content)

		purchaseintention	content
purchaseintention	Pearson Correlation	1	.088
	Sig. (2-tailed)		.061
	N	457	456
content	Pearson Correlation	.088	1
	Sig. (2-tailed)	.061	
	N	456	456

Correlations (purchase intention/ navigation and links)

		purchaseintention	navigationlinks
purchaseintention	Pearson Correlation	1	.136**
	Sig. (2-tailed)		.004
	N	457	457
navigationlinks	Pearson Correlation	.136**	1
	Sig. (2-tailed)	.004	
	N	457	457

**, Correlation is significant at the 0.01 level (2-tailed).

Correlations (purchase intention/ user interface)

		purchaseintention	userinterface
purchaseintention	Pearson Correlation	1	.179**
	Sig. (2-tailed)		.000
	N	457	457
userinterface	Pearson Correlation	.179**	1
	Sig. (2-tailed)	.000	
	N	457	457

**, Correlation is significant at the 0.01 level (2-tailed).

Correlations (purchase intention/performance and effectiveness)

		purchaseintention	performanceandeff ectiveness
purchaseintention	Pearson Correlation	1	.171**
	Sig. (2-tailed)		.000
	N	457	457
performanceandeff ectiveness	Pearson Correlation	.171**	1
	Sig. (2-tailed)	.000	
	N	457	457

**, Correlation is significant at the 0.01 level (2-tailed).

Correlations (purchase intention/ userfriendliness)

		<u>purchaseintention</u>	<u>userfriendliness</u>
purchaseintention	Pearson Correlation	1	.239**
	Sig. (2-tailed)		.000
	N	457	457
userfriendliness	Pearson Correlation	.239**	1
	Sig. (2-tailed)	.000	
	N	457	457

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations (purchase intention/personalization)

		<u>purchaseintention</u>	<u>personalization</u>
purchaseintention	Pearson Correlation	1	.293**
	Sig. (2-tailed)		.000
	N	457	457
personalization	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.000	
	N	457	457

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations (purchase intention/speed)

		<u>purchaseintention</u>	<u>speed</u>
purchaseintention	Pearson Correlation	1	.195**
	Sig. (2-tailed)		.000
	N	457	457
speed	Pearson Correlation	.195**	1
	Sig. (2-tailed)	.000	
	N	457	457

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations (purchase intention/fun)

		<u>purchaseintention</u>	<u>fun</u>
purchaseintention	Pearson Correlation	1	.170**
	Sig. (2-tailed)		.000
	N	457	457
fun	Pearson Correlation	.170**	1
	Sig. (2-tailed)	.000	
	N	457	457

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations (purchase intention/omnipresence)

		purchaseintention	omnipresence
purchaseintention	Pearson Correlation	1	.186**
	Sig. (2-tailed)		.000
	N	457	457
omnipresence	Pearson Correlation	.186**	1
	Sig. (2-tailed)	.000	
	N	457	457

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX E: Ethics Committee Decision



TR
HALIC UNIVERSITY
SOCIAL AND HUMANITIES RESEARCH ETHICS COMMITTEE

Date: 01.12.2023

Number:08

Subject: Ethics Committee Permission

Dear Imane DARFAOUI

Your application “*The Role of Website Usability and Branded App Usability in Shapping Online Purchase Intention of Moroccan Fashion Brands*” has been examined by the Social and Humanities Research Ethics Committee. It was found ethically appropriate at the Ethics Committee meeting dated 01.12.2023.

I present to your information.


Name of the head of the ethics committee
Zeynep Aslı ALICI
Head of the Social and Humanities Research Ethics
Committee

Annex: Ethics Committee Decision

G zeltepe Mahallesi, 15 Temmuz Şehitler Caddesi, No:14/12 34060 Ey psultan – İSTANBUL
Tel:..... | Faks:
e-mail:..... www.halic.edu.tr

		TR HALIÇ UNIVERSITY SOCIAL AND HUMANITIES RESEARCH ETHICS COMMITTEE		Release Date : Revision Date : Revision No: Page Number :	
Date: 01 .12.2023		Decision No:08			
Number of Meetings:		The study of Imane DARFAOUI titled " <i>The Role of Website Usability and Branded App Usability in Shapping Online Purchase Intention of Moroccan Fashion Brands</i> " was examined, as a result of the examination, it was decided that the study was ethically appropriate.			
Name and surname	Area	institution	Relationship with Research	Joining the Meeting	Signature
Prof. Dr. Zeynep Aslı ALICI	Uluslararası Ticaret ve İşletmecilik Bölümü	Haliç University	yes ☐ No ☒	yes ☒ No ☐	
Doç. Dr. Melek YILMAZ ŞENGÜL	Elektrik Elektronik Mühendisliği Bölümü	Haliç University	yes ☐ No ☒	yes ☒ No ☐	
Doç. Dr. MUSTAFA CebraİL SADA KOĞLU	Görsel İletişim ve Tasarım Bölümü	Haliç University	yes ☐ No ☒	yes ☒ No ☐	
Doç. Dr. Püren AKÇAY	Beden Eğitimi ve Spor Bölümü	Haliç University	yes ☐ No ☒	yes ☒ No ☐	
Dr.Öğr.Üyesi Cengiz KARATAŞ	Uluslararası Ticaret ve İşletmecilik Bölümü	Haliç University	yes ☐ No ☒	yes ☒ No ☐	
Dr.Öğr.Üyesi Ebru PEHLİVAN	Psikoloji Bölümü	Haliç University	yes ☐ No ☒	yes ☒ No ☐	
Dr.Öğr.Üyesi Jülide EDİRNE ERDİNÇ	Mimarlık Bölümü	Haliç University	yes ☐ No ☒	yes ☒ No ☐	
Dr.Öğr.Üyesi Erçin AYHAN	Yabancı Diller Bölümü	Haliç University	yes ☒ No ☐	yes ☒ No ☐	

CURRICULUM VITAE (CV)

Name-Surname: Imane Darfaoui

STATE OF EDUCATION:

Undergraduate: 2021, Higher School of Technology

"Meknes,Morocco", Marketing Of Services And Management Of Points
Of Sale

Graduate: 2024, Haliç University, Business

Administration, MSc (with thesis).