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## Research Article

### Assessment on the User Interface of a Select Consumer Mobile Application and its Effect to Purchasing Behaviour of Generation Z

Arnel B. Agapay\*, Ernell Bautista Gutierrez, Menrado V. Cajayon, Charito S. Cristobal

Business Administration and Accountancy, Institution: Emilio Aguinaldo College – Cavite, City Postal Code, Country: City of Dasmaringas, Cavite, Philippines, 4114

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#### \*Corresponding author:

E-mail:

[arnel.agapay@eac.edu.ph](mailto:arnel.agapay@eac.edu.ph)

#### ABSTRACT

The research assessed the User Interface of a Select Consumer Mobile Application and its effect to the buying behaviour of Generation Z. The Visual Appeal, Navigational Content and Application's Data Modelling are used as factors for the Mobile App User Interface while Frequency, Quantity and Timing of Purchase are used for Purchase Behaviour. The research is quantitative in nature and utilized 250 respondents selected by way of purposive and random sampling. Results revealed that, in terms of the User's Interface, respondents expressed a Strong Agreement on the aspect of usability in terms of features and functionalities of the select Consumer Mobile Application. Similarly, a Strong Agreement is also expressed by the respondents towards influence of the user interface in their Purchasing Behaviour. Also, result revealed that the User's Interface of the Select Mobile Application Strongly Influenced the Purchasing Behaviour of the respondents.

**Keywords:** *Buying behaviour, Effects, Mobile application, User interface*

#### Introduction

Indicated in the study of Chan, D (2023), as the first digital-native generation, Generation Z is the most diverse of all generations and their lives are immersed in technology. The mobile app user interface plays a crucial role in shaping the purchasing patterns of users. It directly impacts the user experience and influences how users interact with the app, make decisions, and ultimately decide whether to complete a purchase. Supported by Pattinaja et al (2023), the rapid development of technology and the internet has brought changes in views,

concepts, and orientation in many fields including business and marketing. The User Interface is the first point of contact between the user and the app. A visually appealing, intuitive, and well-designed User Interface creates a positive first impression, capturing the user's attention and generating interest in exploring the app further. A cluttered or confusing User Interface, on the other hand, can discourage users and lead to abandonment. Furthermore, the mobile app user interface may influence the users' purchasing patterns by creating positive impressions, facilitating easy navigation, highlighting

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key elements, building trust, enabling personalization, incorporating feedback, and providing a seamless checkout experience. On the other hand, a well-designed user interface enhances the overall user experience, leading to increased engagement, satisfaction, and higher conversion rates.

### Methods

The study utilized Quantitative design which is descriptive in nature. Quantitatively, the research assessed respondent's agreement on the User's Interface of the Select Mobile Application and its influence in their Purchasing Behaviour.

### Sample and Sampling

A total of two hundred and fifty (250) respondents were utilized in the study and

selected by way of random and purposive sampling.

### Research Instrument

A four-point survey instrument is prepared containing indicators for User's Interface and Purchasing Behaviour. The survey were subjected to reliability and validity testing by way of Cronbach Alpha and Pearson Correlation respectively and obtained a passing coefficients. Likewise, respondents were asked to answer the four-point scale instrument for academic with the following interpretation:

3.51 – 4.00	Strongly Agree
2.51 – 3.50	Agree
1.51 – 2.50	Disagree
1.00 – 1.50	Strongly Disagree

## Result and Discussion

### Summary of Profile Distribution

Table 1. Profile Distribution of the Respondents in terms of Age and Program

Age	f	%
18 – 20 years old	205	82
21 – 26 years old	45	18
	<b>250</b>	<b>100</b>
Program		
BSBA	130	52
Accountancy	50	20
Customs Administration	60	24
Real Estate Management	10	4
	<b>250</b>	<b>100</b>

Results revealed that, most of the participants belongs to the age range of eighteen to twenty one years old. Likewise, most of them are business administration students.

### Assessment on User's Interface of the Select Mobile Application and Purchase Behaviour

The following are the summary of assessment of the respondents towards User's Interface and Purchase Behaviour:

Table 2. Summary of Assessment on User Interface

	User Interface	Mean	Interpretation
1	Visual Appeal	3.55	Strongly Agree
2	Navigational Content	3.51	Strongly Agree
3	Application's Data Modelling	3.53	Strongly Agree

Legend: 4.00 – 3.51 Strongly Agree; 3.50 – 2.51 Agree; 2.50 – 1.51 Disagree; 1.50 – 1.00 Strongly Disagree

Results revealed that, respondents expressed a strong agreement on User Interface

specifically for Visual Appeal, Navigational Content and Application Data Modelling with

mean values of 3.55, 3.51 and 3.53 respectively. As to visual content, elements such as colour, style, font text and designs as well as other graphical forms are considered by respondents and plays a critical role in influencing their purchase behaviour. In the research conducted by Zhani, N et al (2022), dimensions of m-services (i.e., aesthetic appeal, perceived security, and layout and functionality) generate mobile value (i.e., hedonic and utilitarian), which in turn, leads to user purchase intentions. With regards to navigational content, the browsing functionalities of a mobile application is a consideration for respondents to use such application. Customers tend to expect a user friendly application and this could increase the purchase intent of customers. Kim (2021), mentioned that, in the mobile environment, the important shift of consumers towards the use of mobile devices, such as smartphones and tablets, rather than desktops is clearly observed, however, this shift has not been accompanied by research ex-

ploring the intricacies of the user's mobile experience in the service industry. With regards to data modelling, the payment functionalities in terms of its delivery, reliability and accuracy are factors considered by the respondents in using the select consumer mobile application. Indicated in the research conducted by H. Karjaluoto, et al (2019) that mobile-banking and mobile -payment apps are recognized far and wide as highly critical components of mobile information services, providing a host of value-added and technology-based financial services to consumers. Concurred by Cao, X et al (2018), the trust transfer process positively influences the continuance intention of mobile payment through satisfaction. Satisfaction is an important factor affecting continuance intention. Moreover, trust in online payment, perceived similarity, and perceived entitativity between online and mobile payments can positively influence user's trust.

Table 3. Summary of Assessment on Purchase Behaviour

	<b>Purchase Behavior</b>	<b>Mean</b>	<b>Interpretation</b>
1	Frequency of Purchase	3.52	Strongly Agree
2	Purchase Quantity	3.58	Strongly Agree
3	Timing of Purchase	3.74	Strongly Agree

Legend: 4.00 – 3.51 Strongly Agree; 3.50 – 2.51 Agree; 2.50 – 1.51 Disagree; 1.50 – 1.00 Strongly Disagree

Results revealed that, respondents also expressed a strong agreement on the influence of Users' Interface to their Purchase Behaviour, specifically, Frequency, Quantity and Timing with mean values of 3.52, 3.58 and 3.74 respectively. Budget or allowance of the respondent determine the frequency and or volume of their online purchases, thus, when respondents are really interested to use the select consumer mobile application, the interest serves as their mean to save more money in order to satisfy

their needs and wants and this is the same in terms of the purchase quantity to which their budget plays a critical role and factor that influence them to do such purchase. On the other hand, the timing purchase is also factor considered by the respondents. Respondents tend to do more purchases using the consumer mobile application when goods or services are offered in a reduced price or whenever the distributor offer a sale.

**Influence of User's Interface to Purchase Behaviour**

Table 4. Influence of Visual Appeal to Purchase Behaviour

	<b>Visual Appeal to:</b>	<b>Beta</b>	<b>Sig</b>
1	Frequency of Purchase	0.39	0.000
2	Purchase Quantity	0.37	0.000
3	Timing of Purchase	0.50	0.000

Significant at alpha 0.05.

Results revealed that, visual appeal has direct influence on purchase behaviour as indicated in the beta coefficients and the P-value of 0.000 for frequency of purchase, purchase quantity and timing of purchase. An interface with an eye-catch features increase the purchase intent of consumer, thus, the likelihood of increasing the frequency of purchase is also feasible, though, there are considerations innate to the respondents. Same goes with purchase quantity to which even though an interface has a unique appeal, constraints in terms of purchase quantity exist. On the other hand, font styles, graphics and animations embedded in the interface shows a significant effect on

purchase intent and behaviour with respect to the timing of consumer’s purchases. Sohn, S. (2023) emphasized that the higher levels of consumer product involvement attenuate the observed effect of the type of online channel on purchase intentions, an increasing visual simplicity in online stores reduces the negative effect of mobile (compared to less mobile) online channels on immediate purchase intentions. Supported by Lee, E & Nhung, L (2023), that user experience, online customer review and mobile app design significantly effect on trust in mobile shopping apps, subsequently, influencing purchase intention.

Table 5. Influence of Navigational Content to Purchase Behaviour

Navigational Content to:		Beta	Sig
1	Frequency of Purchase	0.20	0.000
2	Purchase Quantity	0.25	0.000
3	Timing of Purchase	0.26	0.000

Significant at alpha 0.05.

Results revealed that the navigational content of the select consumer mobile application significantly influenced the purchase behaviour of the respondents with respect to frequency of purchase, purchase quantity and timing of purchase as indicated in their beta coefficients and with their p-value of 0.000. The navigational features of a mobile application should provide positive experience as it may lead to a positive purchase decision. The direction and or instruction in the application should be clear and its associated

functionalities should be easily utilized. With the positive experience provided by the navigational features of the mobile application, consumer’s purchase intent and purchase behaviour are significantly improved. Emphasized in the research conducted by Hawa, S et al (2023), showing that user interface and social media marketing variables can positively affect the purchasing decision and in terms of timing, Patinaja, M et al (2023) mentioned that time scarcity has a positive influence on young adults’ purchase intentions in Shopee.

Table 6. Influence of Application Data Modelling to Purchase Behaviour

Application Data Modelling to:		Beta	Sig
1	Frequency of Purchase	0.32	0.000
2	Purchase Quantity	0.33	0.000
3	Timing of Purchase	0.37	0.000

Significant at alpha 0.05.

Results revealed that the consumer mobile application data modelling significantly influenced the purchase behaviour of the respondents as indicated in their beta coefficients and p-values. In the research conducted by Centeno, T et al (2022), all aspects of mobile

interface positively influence customer conversion. The clarity of information and instructions pertaining the utilization of a mobile application affects the purchasing behaviour of consumers specifically in terms of payment methods to which consumer commonly

considers when doing an online purchase. Unstructured and unclear instructions would reduce the interest of the consumer to use a specific mobile application with respect to their purchasing behaviour because in the research of Lou, L (2023), mentioned that the natural language processing User Interface design has a positive impact on user engagement and can improve the user interface, increase user participation and loyalty, and then provide strong support for the promotion and development of products or services.

## Conclusion

The mobile gadgets already added a significant features aside from its usual functionalities. With the generation Z considered to be the most exposed generation in terms of technologies and its utilization, the digital age as well as digital marketing has become more significant than ever. The utilization of technology when it comes to purchasing goods or availing services has also become the buying trend nowadays and consumer mobile applications should provide the necessary services and enhance those services to keep up the increasing demand with respect to online purchases.

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