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USER EXPERIENCE & CONVERSION RATE - A CORRELATIONAL STUDY

BHAVNA SUNIL MURKEY

ABSTRACT

The purpose of this research was to analyze the 2 core factors of website performance, i.e. to know the relation between user-experience and conversion rate. The aim of this study was to understand the factors that affect the Conversion Rate and User journey behavior.

The dissertation firstly approaches some key metrics that are used in terms of measuring the usability of a website and the techniques and methods that are being used in order to implement the conversion goals of online businesses. At the same time, some best practices that are being used by experts in the market are also hereby examined.

The empirical part of the research was conducted with a questionnaire-based survey, which had as a goal to define the user's opinion and point of view towards some key factors and elements of the websites that affect its performance on key conversion metrics.

Chapter 1

Introduction

1.1 Introduction

In a nutshell, digital marketing, also known as online marketing or online businesses, has been growing every new day. It is a platform for promoting products or brands via one or more forms of electronic media.

Its evolution during the 90s and 20s shifted the way brands and businesses use technology for marketing. As digital platforms are incorporated into marketing strategies and everyday living, people are moving towards

using digital devices more instead of physical shops.

The reason the digital world is in high demand is, no matter what type is the business you own, users are more connected to the web 24/7, which is all because of mobile devices like smartphones and tablets. Such devices are the foremost thing used by adults. It has become like a go-to person to have all day.

To grow your business online, one should monitor vital metrics to make sure your business is growing. 2 important metrics that need to be considered are the user's journey throughout the website and the website's conversions.

In simple terms, User Experience (UX) and Conversion Rate Optimization (CRO) are two important terms that are commonly used around whenever a discussion about website performance takes place.

The website needs to have a clean, easy-to-use design, featuring all the necessary information

– The design needs to look good and add value. Key components such as having relevant information, clear calls-to-action, clear navigation that can be easily tapped on any devices, and an easy way to contact you. This is called having a convenient user experience (UX).

User experience (abbreviated as UX) is how a person feels when interacting with a website. For example, they might study the checkout process of an e-commerce website to determine whether users find the strategy of buying products from the web site easy and pleasant. They could delve deeper by studying components of the sub-system, like seeing how efficient and pleasant is the experience of users filling out input fields during a Web form.

Whereas, Conversion Rate Optimization is the structured process of getting people to act once they arrive on your website. The process aims to raise the completion of the customer journey on the website, whatever the end goal may be. CRO may be a term that has everything you are doing together with your marketing and website that influences conversions.

A website conversion happens when someone completes a pre-determined and desired action on your website, like signing up for a newsletter, sharing a blog post to social media, or buying a product. The percentage of individuals that complete the desirable action is your conversion rate.

Conversion types vary among businesses. Ecommerce sites are more likely to specialize in earning sales as conversions. As a service provider, like a plumber or an electrician, may concentrate on generating leads as a conversion.

However, websites live and die by their conversion rates. Good conversion rates means that more sales and revenue while poor conversion rates mean that you'll struggle to stay your business afloat.

Since maintaining healthy conversion rates is so integral to running a successful online business, it's vital to look at and master one among the foremost significant factors impacting conversions: your site's user experience.

The sales funnel plays a key role in turning prospects into conversions for your business. There are four stages of the sales funnel:

Awareness: In this stage, visitors are just discovering your brand and learning about you. They'll browse your site and study your products or services.

Interest: When people reach this part of the funnel, they begin to think about your business as an option. They're still looking into your website and learning about your company, but you've become a viable choice.

Desire: At desired stage, people are able to make their decision because they know what they want. At this point, you can try making a last-minute pitch that will show them why you're the best option.

Action: When the leads reach the action stage, they take the action you desire. Whether you would like someone to shop for a product or fill out a form, they reach this stage and complete that desired action.

1.2 Background and significance

User experience design: a term that we instantly accompany apps and websites. UX is relatively new.

Frederick Winslow Taylor and Ford were within the forefront of exploring new ways to form human labour more efficiently and productively.

The term "user experience" was coined by Dr Donald Norman, a cognitive science researcher who was also the first to explain the importance of user-centred design (the notion that design decisions should be based on the requirements and needs of users). The more we know about its origins and the factors and forces that have helped to shape it, the more better equipped we are to navigate the future.

In 1988, Norman published The Psychology of Everyday Things (later updated to the planning of Everyday Things)—which continues to be a UX design staple to the present day.

Several developments affected the increase of interest within the user experience. Recent advances in mobile, ubiquitous, social, and tangible computing technologies have moved human-computer interaction into practically all areas of act . This has led to a shift faraway from usability engineering to a way richer scope of user experience, where users' feelings, motivations, and values are given the maximum amount.

In website design, it has been important to mix the interests of various stakeholders: marketing, branding, visual design, and usefulness. Usability people needed to require marketing, branding, and aesthetic needs under consideration when designing websites. User experience has offered a platform to cover the interests of all stakeholders: making websites easy to use, valuable, and effective for visitors. This is why several early user experience publications specialise in website user experience.

A change of online has been witnessed over this past decade. Not only has it become more ubiquitous — the online had a minimum of 1.5 billion users globally in 2008 — but websites became so complex and feature-rich that, to be effective, they need to have great user experience designs.

Additionally, users are accessing websites in an increasing number of ways: mobile devices, a huge landscape of browsers, differing types of Internet connections. More than 65% of individuals like better to read a UX-optimized site over a clear webpage. In the same study, nearly 40% of individuals exit websites that load slowly. It’s essential to make your site responsive. The amount of mobile traffic grows per annum and is even expected to be half the worldwide connections in 2020.

Online conversion rate optimization (or website optimization) was born out of the necessity of e-commerce marketers to enhance their website's performance within the aftermath of the

dot-com bubble, when technology companies began to be more aware of their spending, investing more in website analytics. After the burst, with website creation being more accessible, plenty of pages with bad user experience were created. As competition grew on the online during the web site analysis tools became available and awareness of website usage grew, internet marketers were prompted to supply measurables for his or her tactics and improve their experience.

In 2004, varied new tools led internet marketers to experiment with the website design and content variations to Fig out which layouts, copy text, offers, and pictures perform best. Testing started to be more accessible and known. T Today, optimization and conversion are key aspects of the varied digital marketing campaigns. A research study conducted among internet marketers in 2017, for instance, showed that fifty of respondents thought that CRO was "crucial to their overall digital marketing strategy''.

Conversion optimization contributes to many norms with straight marketing – which mostly focuses particularly tracking, testing, improvement. Direct marketing was popularized within the first twentieth century and supported by the formation of industry groups just like the marketing Association, which formed in 1917.

The new way ensures direct response marketers also practice A/B split-testing, response tracking, and audience testing to optimize mail, radio, and print campaigns.

This focuses on the website's analysis while helping you understand visiting website behaviour. The site never reaches its maximum potential until it's rigorously experimented with.

Broadly the benefits of a CRO can be categorized into two:

Improving Marketing ROI

CRO allows you to research the performance of your site by running tests and appearance for the simplest possible variations which directly affects conversions. By testing with different

parts of your landing pages, you can not only analyze the areas which are providing the best results also add few elements to improve the conversion of poor pages.

For instance, an online eCommerce organization is intending to enhance its consumer experience in a way that makes buying products easy and favorable for its customers can exceptionally be benefited from CRO. How? By running an A/B test, if it's able to heighten its conversion rate even by 4%, it means that it's getting 4% additional revenue day in and day out. Meanwhile, if it has a huge amount of sales, a 4% improvement can acutely translate its sales into hundreds and thousands of extra rupees for its business

Australian based eCommerce company Showpo saw a 6.09% increase in its revenue by running a series of A/B tests and beginning new improved modifications on its product pages!

Enhancing UX

A Personalizing Experience for Your Site Visitors: In now time, visitors are too excitable. Except you're offering them a site that's straightforward to navigate with fewer clicks and makes the whole process an easy breeze, people won't stick around and will ultimately look for alternative prospects.

By helping personalize sections of your site that help the visitors' geography, device, civil time, or past browsing history, you'll make the website that is far more suitable to them.

Tools tell you which site portions visitors spend more time on. Other CRO tools, like user session recordings and session replays, help know their overall experience. They shed light on the accurate journey visitors took to succeed a set goal on your website and even highlight the friction areas that caused them to fall off and leave your site.

Meanwhile, form analytics and website surveys also help understand a visitor's overall site- wide experience. Such qualitative data is enough to create a good UX, further pave the way for conversions.

1.3 Research Question

Following research questions helped in further understanding of the topic:

1. What challenges faced by users while browsing a website?
2. How user-experience impacts conversions of an online business?

1.4 Objectives of the Study

1. To find a socio-economic profile of the respondents.
2. To explore the general perception of the respondents regarding the user-journey on a website.
3. To explore the user-behaviour on a website for conversions.
4. To locate the areas of difficulties while interacting with a website.
5. To examine how this user-experience has an impact on the conversions.
6. To suggest measures for improving the conversions of an online business.

1.5 Hypotheses of the study

1.5.1 Hypothesis 1

Null Hypothesis (H0): There is no significant association between the gender of the respondents and their attitude towards the check on security seal icon on the website

Alternate Hypothesis (H1): There is significant association between the gender of the respondents and their attitude towards the check on security seal icon on the website

1.5.2 Hypothesis 2

Null Hypothesis (H0): User's journey and conversions are important factors for website performance.

Alternate Hypothesis (H1): User's journey and conversions are not important factors for website performance.

1.6 Research methodology

1.6.1 Research Design

The research is majorly descriptive, as it involves an exhaustive study of user experience and conversion rate, a correlational study. This study is descriptive because the problem is diverse and the method is best suitable for designing a research framework, selecting the sample, and collecting data with the most appropriate tool. It utilizes methods of both qualitative and quantitative research methods.

A descriptive research design is most befitting for this research. In order to conceptualize the relationship between the user experience and conversion rate optimisation, exploratory research is required to extract the explanatory relationships.

The study is essentially both qualitative and quantitative in nature. Therefore, this research is also known as mixed research.

1.7 Sample Size

Sample is the total number of respondents, which the study has selected for justifying the purpose of the research. The sample for this study will be a true representation of the population and the values that have been derived from the sample are held as true for the population. There are 50 respondents in total.

1.7.1 Sampling Method

Sampling is the way of selecting a subset of individuals from a population

Convenience sampling is the method used for the study. Convenience sampling is the method used that is close to hand. The samples were taken from people who were easy to contact or to reach.

1.8 Data Collection

1.8.1 Primary Data:

For the research, primary data has been used. Primary data includes questionnaires. Questionnaires have been prepared while keeping in mind the research problem. The questionnaires were then prepared in 'Google forms' online application and the link was sent to the respondents via mail and other social networking handles.

1.8.2 Secondary Data:

For the research purpose various articles, case studies, and journals were studied thoroughly for obtaining a review of the literature.

1.9 Tools for data analysis

Hypothesis testing is a way to test the assumptions (hypothesis) regarding the population parameter. In order to test the hypothesis, statistical tools were used with the help of 'MS excel for data analyses'.

1.9.1 Chi-Square Test

Karl Pearson has developed chi- square to test the difference between the observed and expected frequencies. It shows the relationship between two categorical variables, one is numerical and the other is non-numerical. There are two types of chi-square tests:

Chi-square goodness of fit test determines if a sample data matches a population.

A chi- square test for independence focuses on comparing two variables and testing if they are related. A very small chi square test statistic implies that the observed data fit the expected value well, considering that there exists a relationship between the variables while on the contrary, a very large chi-square test statistic implies there is no relationship between the variables

FORMULA:

$\chi^2 = \sum$ **((Oi - Ei) ^{2}/ Ei)** And Degrees of freedom, **(DF) = (R-1) (C-1)**

Where,

O is the observed frequency, E is the expected frequency, R refers to the number of rows and C refers to the number of columns.

The p-value is the probability of observing a sample statistic. The significance level used is

0.05 (95% confidence level). The p-value and the significance level are compared to make the decision of accepting (p > significance level) or rejecting (p < significance level) the null hypothesis.

1.9.2 Simple percentage

The percentage is calculated by taking the frequency in the category divided by the total number of respondents and multiplying by 100.

1.9.3 Other Tools

Other tools have been used like tables, pie-charts, representing the data collected.

Chapter 2

Review of literature

2.1 Introduction

A review of literature includes surveys, books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory and by doing so provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. The present paper has developed based on secondary literature available on the subject. The paper has incorporated findings from various research papers, reports, websites, and other sources to draw inferences on the subject. User experience (UX) has become a crucial aspect of interactive system evaluations within the last 20 years. In parallel, conversational interfaces are utilized rapidly in many work and everyday settings. Although there are various methods developed to gauge conversational interfaces, there has been a scarcity of methods specifically that specialize in evaluating user experience.

2.2 Reviews of Literature

Sr.no.	Author	Paper	Year	Applications
1	Pim Soonsawad	Developing a New Model for Conversion Rate Optimization: A Case Study. Developing a New Model for Conversion Rate Optimization: A Case Study	2013	The author has reviewed various literature on the topic and has analysed how one organisation creates its own model and then used that model to successfully for growth of the Internet business conversion rate optimization. The paper is then formed by combining parts of all the factors seen in the literature and the case study model into a new model. The paper identifies two additional key elements in conversion rate optimization and develops a brand new model that includes the 2 new elements. This new substantial model presents the elements stage-by-stage to help online retailers to get customers from visitors visiting the e-retail site. Three different cases were analysed in order to develop an understanding of the effectiveness of the model in this study.

2.	Georgios Dermatas	A novel digital marketing approach for the Conversion Rate Optimization for e-Commerce in the fashion and beauty sectors. ΚΕΦΑΛΑΙΟ 2	2017	The aim of this thesis is to develop a suggestion of best practices on some key factors that affect Conversion Rate Optimization and affect Online User Behavior. The dissertation firstly approaches some key metrics that are utilized in terms of measuring the usability of an e-shop and also the techniques and methods that are getting used in order to implement the conversion goals of e- commerce companies. At an equivalent time, some best practices that are getting used by leaders within the market are hereby examined. The empirical a part of the thesis was conducted with a questionnaire-based survey, that had as a goal to define the e-shops' users' opinion and point of view towards some of the important factors and key elements of the e-shops, that is affecting its performance on key conversion metrics. At this point, I would also like to thank all those who contributed to the completion of this thesis, such as my family, my friends my

				supervisor Dr Christos Berberidis, and the people at iTrust.gr, who gave me guidance and useful advice on my dissertation, and of course, all those who took part in my survey and helped me complete the research
3.	Hoffman Kotha	Web Experience: Website Conversion	2014	Website conversion Optimization Researchers and retailers both must keep in mind that online shopping is carried out via a two-dimensional customer controlled interface (Kotha, Rajgopal & Venkatachalam, 2001). The Internet provides a flat picture, but a store can provide the important object. Novak Hoffman and Yung (2000) report that the eCommerce experience is best when not compared to the "real-world", but an alternate yet real environment in which the customer experience becomes paramount Constantinides (2004) advises that the online experience is dynamic due to developments in technologies

4.	Bei and Widdows	The Customer Decision Process	1999	As within the case of traditional marketing since past, most of the recent research and debate is concentrated on the identification and analysis of things that a method or another can influence or even shape the www.ccsenet.org/ijbm International Journal of Business and Management Vol. 8 No. 10; 2013 44 online user's behaviour; a nice deal of research effort is focused on modeling the online buying and decision-making processes (Miles, Howes & Davis 2000; Liao and Cheung, 2001; Joines et al. 2003). While many researchers don't see any fundamental differences between traditional and online buying behaviour, it's often argued that a brand new step has been added to the web buying process, a step of gaining trust or confidence (Lee, 2002; McKnight Choudbury, & Kacmar, 2002; Suh & Han 2002). Swaminathan (2004) found those specific goals, like variety seeking, prompt online shopping, however a desire for immediate possession motivates in-store shopping. Cognitive

				psychology research provides a general approach as to understanding how goals influence consumers' perceptions and behavior (Barsalou, 1991).

1. **In the Paper "Developing a New Model for Conversion Rate Optimization: A Case Study"** presented by Pim Soonsawad, in 2013, mentioned conversion rate optimization in online retail environments. The author has reviewed various literature on the topic and has analyzed how one organization creates its own model and then used that model to successfully for growth of the Internet business conversion rate optimization. The paper is then formed by combining parts of all the factors seen in the literature and the case study model into a new model. A detailed in-person interview was conducted with the founder of Clixo at a 2012 United States online marketing forum, with many trailed email interviews for a variety of academic papers on the factors affecting the decision- making process of online customers from 2004 through 2012. The effectiveness of the new model is attended through this paper as it identifies the variables that influence online customer behavior and discusses the importance of each of the seven elements (like catalyst, persuasion, usability, interactivity, trust, aesthetics, and marketing mix). It has been reviewed that the inter-relationship between decision-making process of customer at each stage. The paper illustrates how e-Retailers can apply the elements of the framework in delivering a website experience likely to maximize the number of purchases from online visitors, and to reinforce post-purchase confidence. The paper identifies two additional key elements in conversion rate optimization and develops a new model that incorporates

the two new elements. This new substantial model presents the elements stage-by-stage to help online retailers to get customers from visitors visiting the e-retail site. Three different cases were analyzed in order to develop an understanding of the effectiveness of the model in this study. Three organizations from three different industries were chosen for research. After the application of the model achh of the three different organizations showed significant improvement. This research uses a literature review of academic papers of 2004 till 2012 on the factors affecting customer feedback and a case study to obtain a better understanding of the factors dominating conversion rate optimization. It has been noticed that the paper uses the case study to present a new model for conversion rate optimization. According to research, particularly advantageous "when", "how" or "why" questions were asked about a current set of events over which the researcher had no control. Group of methods were approached by this case study, which emphasizes qualitative analysis. The researcher undertook an in-depth interview, approximately sixty minutes in length with the promoter of Clixo at a 2012 United States "online marketing" forum. Additional follow-up questions were given via email which led to a set of trailing mails. Clixo is a US based well-known search marketing and conversion rate optimization firm. Need for these interviews were to explore the role of the web experience including website design and customer concerns from a successful conversion optimization organization. The goal of this research is to see if the theory proposed by academics matched the reality of a renowned company.

i. (SAAS) Software a field services software company was struggling to get prospective customers to complete a free trial page, initially. Applying the model Clixo asked discovery questions to determine the questions and concerns that prospectus typically had. Since the

customer is at the center of the framework, it is important to better understand the customer then toying with the customer. Then the framework was used to analyses the form page. Several usability and persuasion issues were identified. Several actions were taken based on the analysis. The form page was moved back to the main site URL to reduce confusion. In addition to this the form page was rewritten with a clear introduction of the value of the free trial. Finally, the number of form fields was reduced so as to decrease anxiety. These actions resulted in a change of the customer conversion rate from 4.89% to 9.55%. The conversion rate nearly doubled.

ii. B2B Customer In this case a phone systems and services company for small businesses was not receiving a strong response from its website. Discovery sessions were conducted with the sales team and interviews were held with customers. The research was able to uncover the sales messages that had the largest impact on customers. The analysis revealed that since the objective was to generate a phone call rather than actually selling a phone system the copy was changed to focus on the key points that the customers really cared about. A new micro-site was created and advertised through an email blast. The new site generated three phone calls for each phone call that the original site received. This represents a nearly 200% increase in the desired result.

iii. ABC Skin Care In this case a high-end skin care products company was having challenges getting people to purchase products online. Customers were advised to purchase skin care products by physicians,

but the client suffered from poor brand recognition and intense price competition. The client also suffered from a lack of trust on the part of customers, because the products were typically only sold in doctor's offices. The model was applied and the investigation showed that there was a clear distinction between returning and new visitors. Reorder rates were high, so the task was to get new visitors to purchase the products. Changes were made at the category and product level pages to emphasize the unique value of the products with respect to new visitors. The conversion rate increased from 5.01% to 5.63%, while revenues jumped 18%. The new conversion rate optimization framework provides organizations with a practical framework that takes into consideration the customers' level of web experience and their decision-making process. The framework can help organizations develop websites that appeal to customers and convert more visitors into buyers. The framework is designed to benefit both businesses and consumers. It remains customer focused as was the Clixo model, and is designed to allow companies to provide customers with a better online shopping experience, which will create more online shopping and more profits for E-trailers. It seems clear that with new online retailing that a single model will not be sufficient to allow organizations to effectively convert customers. Companies and researchers have long realized the growth potential of Internet marketing (Consantinides, Lorenzo-Romero & Gomez, 2010; Kim, Shaw & Schneider, 2003; Moe and Fader, 2004; Rosen & Purinton, 2004). Researchers and organizations can work together to improve the customer experience, to benefit

customers and companies; providing customers with a more effective experience and companies with increased profits. Previous research has shown that web experience components assist e-Retailers to increase Website design efficiency and Website conversion rates, which leads to substantial positive impact on their performance (Constantinides, 2002; Constantinides 2004). However, with the complexities of e-Tailing the existing models were ineffective at providing a comprehensive and effective conversion framework. This paper examined the literature and conducted a case study as the bases for creating a new model for customer conversion at web sites. A new model has been created to assist managers and website developers to create sites that will improve conversion rates. However, a statistical analysis of the impact of each of the seven variables of a Web experience on customer's purchase intention should be analyzed in further research to pinpoint areas that are more critical to the significant improvement of conversion of visitors at e-commerce websites. In addition, the effect of product type and consumer experience at the website should be also considered in investigating consumer behavior (Kuan, Bock, & Vathanophas, 2008).

2. **In the thesis "A novel digital marketing approach for the Conversion Rate Optimization for e-Commerce in the fashion and beauty sectors" author Georgios Dermatas , in 2017,** has written a part of the MSc in an e-Business, Innovation & Entrepreneurship of International Hellenic University, and was conducted in cooperation with iTrust.gr, which is an Internet marketing agency offering holistic digital solutions, based in Thessaloniki. The thesis has addressed the topic of "A novel digital marketing

approach for the Conversion Rate Optimization for e-Commerce within the fashion and wonder sectors". The aim of this thesis is to develop a suggestion of best practices on some key factors that affect Conversion Rate Optimization and affect Online User Behavior. The dissertation firstly approaches some key metrics that are utilized in terms of measuring the usability of an e-shop, and therefore the techniques and methods that are getting used to implement conversion goals of e-commerce organisations. At an equivalent time, some best practices that are getting used by leaders within the market also are hereby examined. The empirical part of the thesis was conducted with a questionnaire-based survey, that had as a goal to define the e-shops' users opinion and point of view towards some important factors and vital elements of the e-shops, that affect its performance on key conversion metrics. At this point, I would also like to thank all those who contributed to the completion of this thesis, such as my family, my friends, my supervisor Dr. Christos Berberidis, and the people at iTrust.gr, who gave me guidance and useful advice on my dissertation, and of course, all those who took part in my survey and helped me complete the research.

In this era of economic recession and uncertainty, it has become extremely important for companies to focus on having positive returns on investments. In many industries, having a functional website is a way for a company to obtain more customers and increase their sales. Online services and electronic commerce gain more and more popularity due to their convenience, affordability for public, time and place independence. Consequently, strong online presence and multi-channel strategies have become a necessary part for any business to have. The rapidly evolving technologies over the past few decades have upgraded the Electronic Commerce to a significant place in many business sectors which are continuously evolving, with statistics showing that in Greece in 2016 there was a 5% increase of the online purchases (ELTRUN), whereas

the percentage of the Internet users who proceeded to an online purchase during the first quarter of each year, for the period 2011- 2016, increased by 39% (ELSTAT). In contrast to a physical store (traditional commerce), in online retail stores (ecommerce) the option for the visitor/potential customer to touch products and have a face-to-face communication with a salesperson doesn't exist, making a digital sales strategy necessary for any company. Digital Sales strategies are essential for ecommerce companies' competitiveness, with their goal being to retain visitors on their site the longest possible, since the chances of (additional) purchases are increasing. The proportion of the visitors who end up buying some product is called Conversion Rate, and the ultimate goal of every e-commerce website is to increase that rate. In the following sections of this chapter there will be an initial presentation of the background information on the thesis' topic, followed by a description of the problem that is going to be approached. Afterwards, some basic definitions will be introduced, followed by the purpose and the goal of the thesis. In the final part of the chapter, there will be a presentation of the thesis' research methodology, as well as the general structure of this thesis. Despite the fact that Conversion Rate Optimization is a topic that has been referred to at a significant extent, there is always room for further research and analysis. Especially regarding the CRO that is related with the two sectors which were dealt with in this dissertation, namely the Fashion and the Beauty e-commerce sectors, there is significant space for research. A suggestion for future work could be for the survey to be taken at a more multicultural sample, for example at a wider European level, possibly conducted by a European institution, in order to find out the differences in the prism through which the citizens of different countries or parts of the continent look upon some usability factors and elements. For example, it would be useful to see if the citizens of north European countries -80- are more familiarized with the Chat-Bot

function than Greek users are, and examine the reasons for that difference. Another element that could be examined through the users' survey is if their behavior towards e- shops that also have a brick-and-mortar presence is similar to the behavior towards e- shops that are available only online. A final suggestion would be the combination of various research tools, for example of a survey and some experts' interviews, and maybe the application of the findings on a model for further validation of the results.The goals that were tracked during this experiment where the 3 following: 1) Visits to Affiliate Partners' Sites 2) Site Engagement 3) Product Exploration. The advantages that click- mapping is offering are the following: It will reveal the parts of a page that are getting the most attention. It will indicate elements of the site that are being clicked, although they are not clickable. It may indicate that visitors are clicking on parts of the page that aren't links, and that's why they could be. For example, when browsing through a category page users may click on a product photo in order to enter the product while the only way to do that may be to click on the product title. If some of the links on a page lead to the same URL, for example, if there are three links to a particular product page, through click- mapping you will be able to know which of those three have been clicked on more by the site's visitors. There are also click-mapping tools that provide the user with information about how far visitors scroll down the site's pages, in the form of scroll-maps. If some of the site's pages are particularly long, the scroll-maps can reveal which parts of the page get the most attention (based on the average viewing time). This can be great for identifying which parts of a page are more useful to the site's visitors. If one of the site's pages has a gap in the design that appears to visitors to be the bottom of the page, then a scroll-map will reveal that visitors aren't scrolling. It is recommended that there should be studied click-mapping reports of the site's most important -in terms of revenue and traffic- pages, and of any pages that are possible to have usability issues.

Of course, it is absolutely natural and expected that most Heatmaps will show things that could be predictable and already known, but the value of click-mapping Heatmaps lies on the non-predictable heat and the anomalies that lie behind that. Some of the recommended tools for click-mapping are Crazy Egg, Hotjar and the ClickTale, with other alternatives including Fullstory, Inspectlet, Decibel Insight, Jaco, Lucky Orange, MouseStats, Ptengine, UsabilityTools, UserTrack, and Zeerat.

3. **In the thesis "Web Experience: Website Conversion", author Hoffman Kotha, year 2014**, it has been discovered that the research worker has studied numerous papers and researches and has provided a submerged kind of multiple researches. web site conversion improvement Researchers and retailers each should confine mind that on- line looking is dispensed via a two-dimensional client controlled interface (Kotha, Rajgopal & Venkatachalam, 2001). the web provides a flat image, however a store will give the vital object. Novak, Hoffman and Yung (2000) report that the eCommerce expertise is best once not compared to the "real-world", however AN alternate nonetheless real setting during which the client expertise becomes dominant. Constantinides (2004) advises that the net expertise is dynamic thanks to developments in technologies. The intangible nature of e-Commerce could cause shoppers to be unsure regarding whether or not merchandise ordered on-line can match their wants or perform up to expectations and therefore trust becomes the difficulty (Constantinides, 2004; Constantinides, 2002; Constantinides, Lorenzo-Romero & Gomez, 2010; King, 2008; Schlosser, White & Harold Lloyd, 2006). However, the power of AN e-Retailers to supply an excessiveness of product-related info will ameliorate this uncertainty (Weathers, Sharma, & Wood, 2007). web site conversion of the increasing variety of users to become purchasers is also a desired action for E-tailers. on-line retailers ought to notice that website conversion relies on

2 broad classes, small actions and macro actions. small actions include visiting a specific page, viewing a specific variety of pages, clicking a specific button or link, looking at a video, or subscribing to a web log feed. Macro actions on the alternative hand contain shopping for a product, occupation to line a gathering , linguistic communication up for a free trial, paying for a subscription, or downloading a song or e-book (M. Dombrow, personal communication February seven, 2012). Supporting, information processing system designers ought to emphasize reducing the number of page views required to complete a dealings. It's shown that a longer page-view period doesn't bring users nearer to a completed deal (Bucklin & Sismeiro 2003). Moe and Fader (2003) have used random modeling approaches whereas work repeat-visit behavior and purchase conversion rates of internet users at 2 giant on-line websites - Amazon.com and CD currently. The authors conclude that there have been sturdy proof of heterogeneousness in each internet usage behavior and changes in behavior over time. Moe and Fader (2003) acknowledged the risks of ignoring either or each of these phenomena in evaluating the performance of an online website. once most guests believe an online website they contemplate the last word macro action like mercantilism a product through a go-cart or generating a lead or a concern the sales team to follow up with, but there ar a lot of numerous actions that a company may implement to reinforce speech rates, these embody obtaining a lot of guests to a precise page, to possess them watch a video or subscribe AN email newssheet – things of that nature. Then, the macro actions are targeted on achieving AN action from the promoting greenbacks, that is very vital. Apparently, the small actions really cause the macro actions (M. Dombrow, personal communication February seven, 2012). the key to high conversion rates is not really on the company website, they occur within the mind of the net website traveler through a speech (M. Dombrow, personal communication February seven, 2012). The secret to high conversion rates is not actually on the company

website, they occur inside the mind of the website visitor through a conversation (M. Dombrow, personal communication Feb 7, 2012). Therefore, e-retailers got to anticipate visitor conversations and complete their site during a way that convinces visitors to require immediate action, in other words having visitors plan to click and buy an item or service, which needs that they supply their mastercard information. e-Retailers got to understand questions that visitors generally have in mind when clicking on an internet site , such as"where did I land on this website?" (homepage or website flashes, etc.), "what can I do at this website?" (purchase a product, service or providing information, etc.), "why should I purchase at this website versus anywhere else?" (what is so unique or valuable as opposed to competitors?) (M. Dombrow, personal communication Feb 7, 2012). These sorts of conversation questions can support e-Retailers converting more visitors to become customers. Regularly, website conversion optimization virtually relates to Web experience which is defined because the consumer's total impression about the web company (Watchfire Whitepaper Series, 2000). an internet experience is vital not just for internet sites marketing products or services, but also as a serious parameter of customer influence on e-Retailers. Web experience contains five factors; i> trust; ii> interactivity; iii> usability; iv> aesthetics; and v> marketing mix (Constantinides, 2004). Firstly, Web usability is "the ability to seek out one's way round the Web, to locate desired information, to understand what to try to to next, and, very importantly, to try to to so with minimal effort. Central to the present idea of usability are the important concepts of simple navigation and search" (Nah & Davis, 2002). The components of usability include site accessibility, convenience, website navigation, information architecture and search tool, website speed, and booking/payment processes. Secondly, interactivity is defined because the amount and quality of two-way communication between two parties (Alba, Lynch, Weitz, & Janiszewski, 1997). The implementation of

very high degrees of interactivity is that the uniqueness of a web shopping environment (Haubl & Trifts, 2000; King, 2008). Interactivity permits e-Retailers to form the web experience by re-presenting the customer with more personalized activities and interacting with online users willing to share feedback. Interactivity encourages customer service, interaction with company representatives, customization, and networking (Constantinides, 2004; King, 2008). A singular characteristic of online shopping environments is that they permit e-Retailers to make retail interfaces with highly interactive features (King, 2008). Research on the interface suggests that the character of interface design is a crucial factor affecting the success or failure of economic websites (King, 2008). one among the foremost important design elements is interactivity (Auger, 2005). However, in an empirical study Constantinides and Geurts (2005) found that interactivity didn't have a big impact on the selection of vendor. Thirdly, trust might be described by hope, faith, assurance, confidence, and initiative (Lewicki, McAllister, & Bies, 1998). Trust includes transaction security, customer data misuse, customer data safety, uncertainty reducing elements, and guarantees (Constantinides, 2004; Constantinides, 2002; Consantinides, Lorenzo-Romero & Gomez, 2010; King, 2008; Lee, 2002). The willingness of consumers to trust e-Commerce firms will have a big impact on their success (Constantinides, 2004; Constantinides, 2002; Consantinides, Lorenzo-Romero & Gomez, 2010; King, 2008). Constantinides & Geurts (2005) found that although consumers talked about trust being a crucial a part of online shopping, the actions of consumers in their study didn't support this. Firms answer consumer concerns by investing in internet site security, which has become a multibillion- dollar industry (eMarketer, 2005). Fourthly, aesthetics are inducing positive and powerful motives for visitors to prevent , explore and possibly interact with the location . Buschke (1997) and Klein (1998) propose that during a ll|one amongst|one in every of"> one among the key

elements in a successful commercial website is its interface and style . A report by supermarket Age (1997) indicates that poor internet site design has been a key element of several status site failures. Specifically, the impact of a poorly designed website on consumers is analogous to the impact of poorly designed physical facilities on banking or retail customers. Lastly, marketing mix—including fulfillment—are essential contributors to the online experience and play a crucial role in influencing the acquisition decision process of a consumer. There are variety of selling models that are wont to aid marketer in traditional retailing (Constantinides, 2002). consistent with Constantinides (2002) the varied models include the 4Ps, Product, Price, Place, Promotion (Borden, 1964); the 3C's (Ohmae, 1982), Customers, Competitors, Corporation and therefore the 5v's, Value, Viability, Variety, Volume and Virtue (Bennet, 1997). However, none of those models work for Internet based businesses. Therefore academics, consultants, managers and organizations got to understand the factors affecting the customer experience and potential role of every think about each stage of the buyer buying process (Constantinides, 2002).

4. **In the research "The Customer Decision Process", researcher Bei and Widdows in the year (1999)** ascertained the extent to which consumers achieved highest value for money under different conditions and examined the influences of information on consumers' purchase decisions in an experimental setting. As in the case of traditional marketing in the past, most of the recent research and debate is focused on the identification and analysis of factors that one way or another can influence or even shape the www.ccsenet.org/ijbm International Journal of Business and Management Vol. 8, No. 10; 2013 44 online consumer's behavior; a good deal of research effort is focused on modeling the online buying and decision-making processes (Miles, Howes & Davis, 2000; Liao and Cheung, 2001; Joines et al., 2003). While many researchers

do not see any fundamental differences between traditional and online buying behavior, it is often argued that a new method has been adopted to the online purchase process: the step of building trust or confidence (Lee, 2002; McKnight, Choudbury, & Kacmar, 2002; Suh & Han, 2002). Swaminathan (2004) met certain goals, such as variable seeking, prompted online carting, however in-shop purchasing is a desire for immediate possession. Cognitive psychology research offers a general approach for understanding how goals influence consumers' perceptions and behavior (Barsalou, 1991). Goals also provide explanatory links between attributes of the shopping scheme that facilitate cohesive categories and behavioral directions (Pervin, 1982). Goals affect need recognition, information search, evaluation, purchase, and post purchase stages (Puccinelli et.al, 2009). These processes are called the EBM model, which is a modification of the original Engel, Kollat and Blackwell (EKB) (1968) model. The model is composed of three elements. The online consumer's decision process starts with the stimulation of the need, which may be sufficiently large to stimulate search. Next, the consumer searches for information and generate a set of preferred alternatives. Then, the consumer evaluates and compares alternatives. Finally, post-purchase evaluation is carried out with a view to aid future decision-making (Bettman, 1979; Dibb, Simkin, Pride, & Ferrel, 2001; Jobber, 2001; Kotler, 2003). The decision-making processes of the consumer impact the decisions that companies make when designing online shopping websites.

5. **According to Eisenberg (2009),** "the sales process is about moving consumers along a path that goes from prospecting to shut to retention. within the sales process, you appear to possess far more control of the customer's environment. you'll optimize clearly defined steps that move prospects forward to a close". Also, as per Andrew B. King(2008) the Conversion Funnel is defined as "a path that a visitor takes from

6. entering your website to the purpose where the visitor becomes a conversion within the sort of a purchase or lead". Through a Conversion Funnel, the sales process of an e- commerce website is often very productive. it's also cleaner thanks to demonstrating the effect of changes happening during the expansion of the conversion rate. it's a well- defined process (most usually pages) resulting in a conversion goal, for instance , a check-out system (Clifton, 2010).

7. **According to Ecommerce Europe's Ecommerce Benchmark & Retail Report for 2016**, distraction during the buying process (24%), an unclear return policy (23%), trouble finding out caused by not remembering username/password (22%), customers deciding to shop for the merchandise during a physical store (20%) or a scarcity of international payment or delivery methods (20%) (Statista, 2015) are one among the foremost vital reasons for patrons to quit purchase. consistent with an equivalent source, 51.15% is that the Cart Abandonment Rate within the apparel industry , with the Food industry being the leader therein rate (43.20%)..

2.3 Conclusion

From the above review, it is concluded that the new conversion rate optimization framework provides organizations with a practical framework that takes into consideration the customers' level of web experience and their decision making process. The framework can help organizations develop websites that appeal to customers and convert more visitors into buyers. The framework is designed to benefit both businesses and consumers.

Chapter 3 Primary Data Analysis and Interpretation

3.1 Introduction

Primary data is used as a research instrument for the study. Primary data is collected through the questionnaire method. Data were collected, identified, and thoroughly analyzed to reach the given objective of the study.

3.2 Profile of the respondents

Profile of the respondents plays a major role in the study. It includes age, gender, and occupation. The total number of respondents is 50.

3.2.1 Age of the respondents

The age of the respondents is of working-class, mainly categorized in 3 age groups as –

Table No.1:- Age profile of the respondents

AGE GROUPS	NO. OF RESPONDENTS
20-26	16
27-33	34
TOTAL	50

Source: Primary Data

The age groups are categorized into two mainly- 20-26years, and 27-33years. The total number of respondents is 50. There were 16 respondents of 20-26 years, and 34 respondents of 27-33 years.

3.2.2 Gender of the respondents

Out of 50 respondents, 24 respondents were Males and 26 respondents were females.

3.2.3 Occupation

Table No. 2: Occupation of the respondents

Occupation	**Total**
Student	16
Working Professionals	33
Unemployed	1
Total	50

Source: Primary Data

Table No. 2 depicts the occupation of the respondents.

Out of 50 respondent's 16 respondents are students, 33 respondents are working professionals, and 1 respondent is unemployed.

3.3 Devices

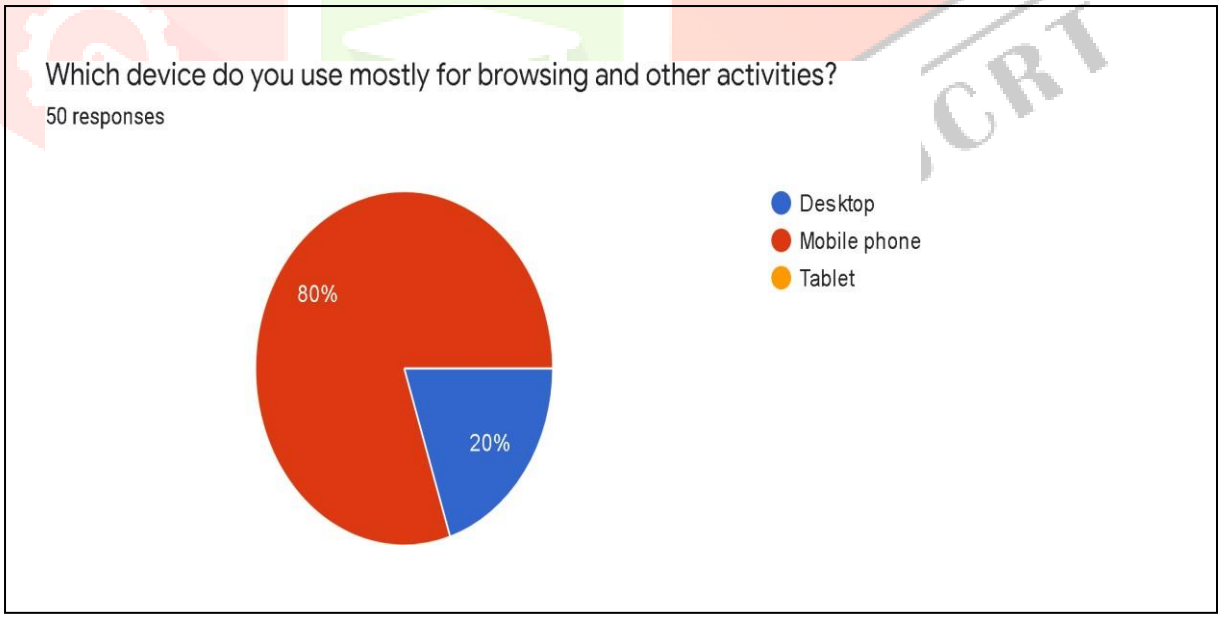


Fig 1: Devices Source: Primary Data

The varied devices show data of people's browsing and doing other activities. Out of 50 respondents 40 respondents use Mobile which comprise 80%, while 10 respondents used Desktop comprising 20% of total data.

3.4 A Reliable Website

Having a reliable website is one of the key elements to consider having a smooth user journey and better conversions.

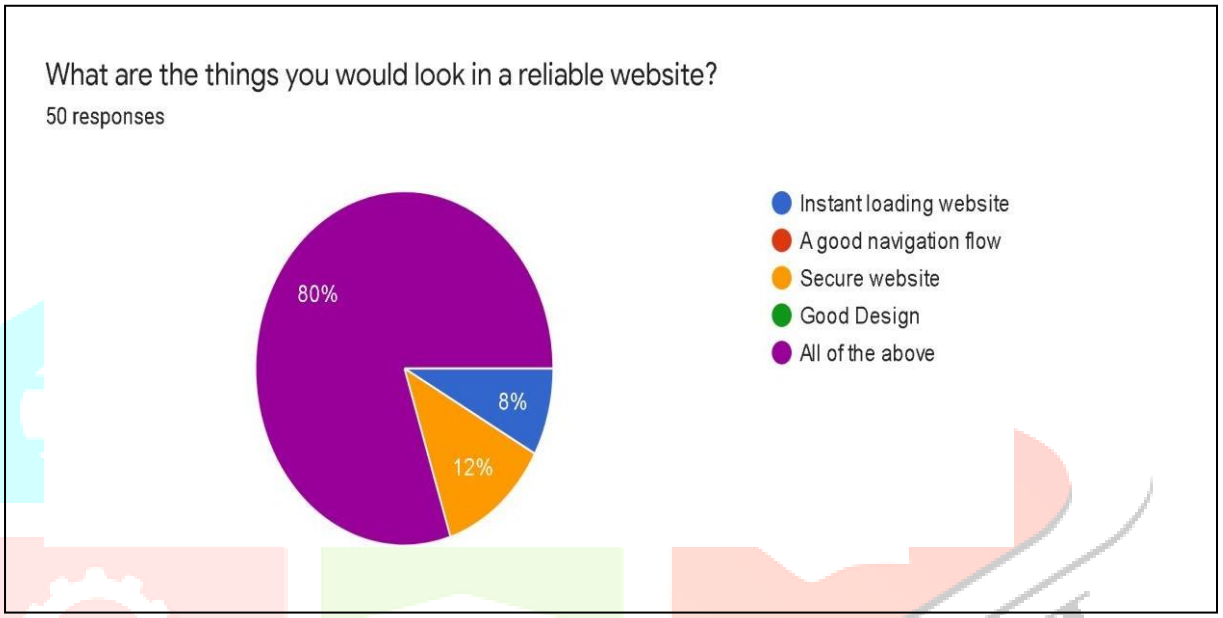


Fig 2: Reliable website Source: Primary Data

Fig: - 2 depict things which respondents consider a website to be reliable. Out of 50 respondents 40 respondents answered all of the following, which includes Instant loading website, a good navigational flow, secure website, and a Good design. While 6 respondents answered to a secure website, and 4 respondents answered to an instant loading website.

3.5 Have you experienced any of the following when browsing and has that resulted in you leaving the website?

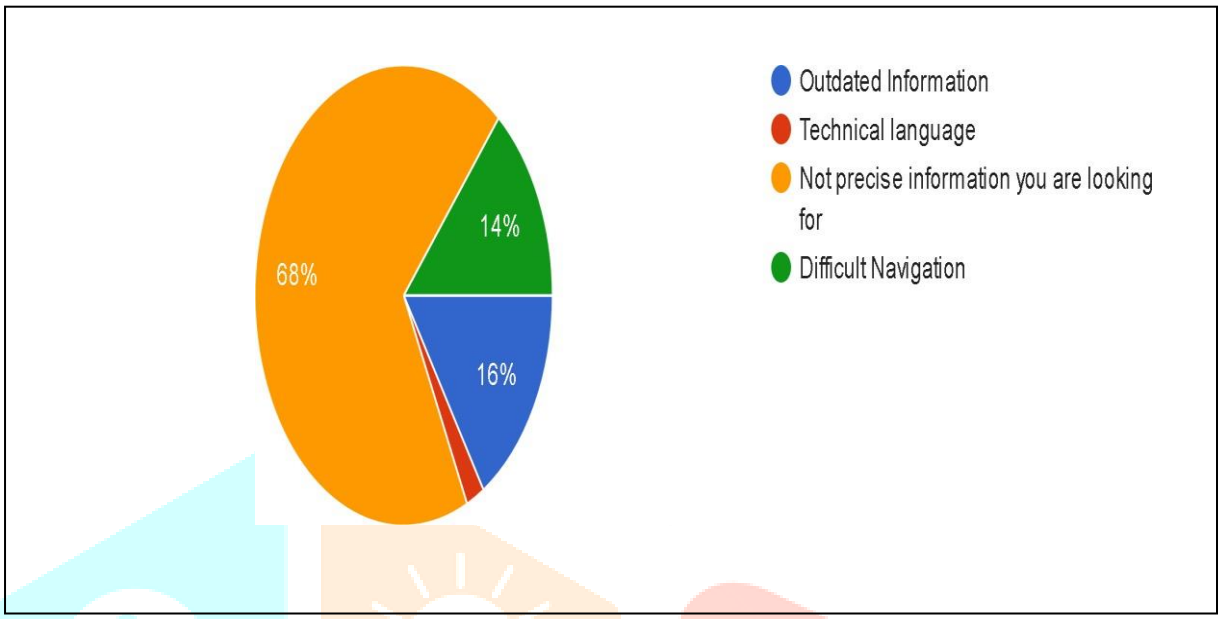


Fig 3: Website experience Source: Primary Data

Fig 3 depicts the website experience that has resulted in respondents to leave the website. Out of 50 respondents, 34 respondents have left due to not finding the precise information they were looking for, while 8 respondents have left from the websites due to outdated information, 7 respondent faced difficulty in navigation, and 1 respondent have faced technical language issues.

3.6 Abandoned from a shopping cart page

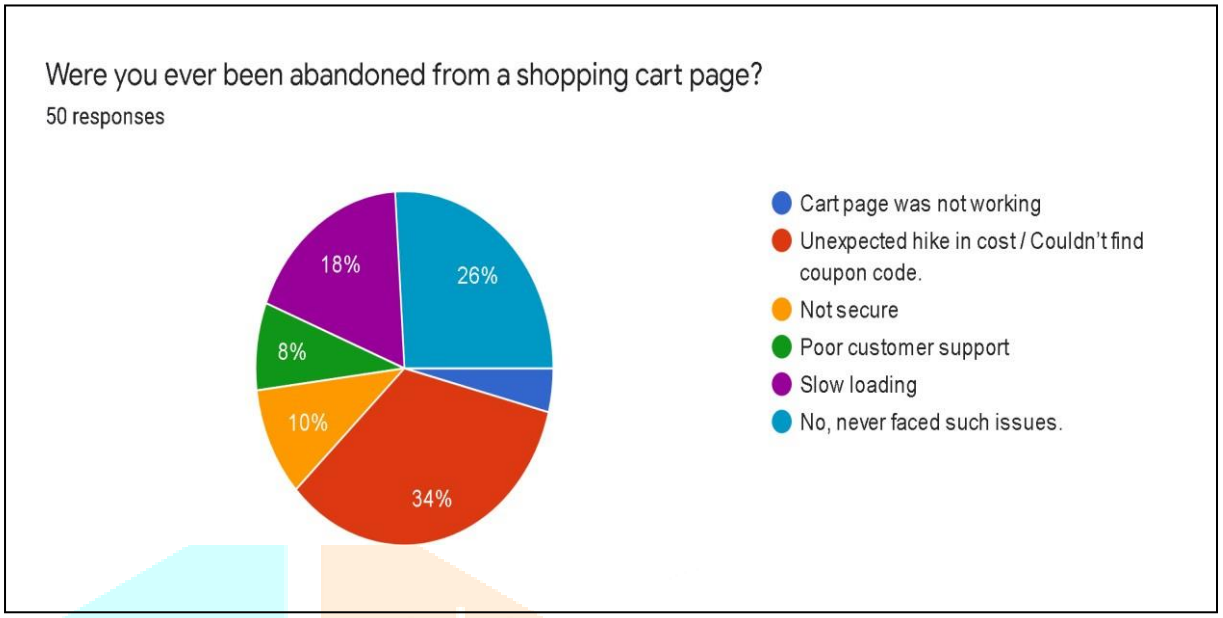


Fig 4: Abandoned from a shopping cart page Source: Primary Data

The study reveals that out of 50 respondents, 34% of the respondents have abandoned due to unexpected hike in cost / couldn't find coupon code, while 26% of the respondents have never faced any of such issues. 18% of the respondents have abandoned due to slow loading, 10% abandoned due to not secured websites, 8% due to getting poor customer support, and 1% due to cart pages not working.

3.7 404 Page

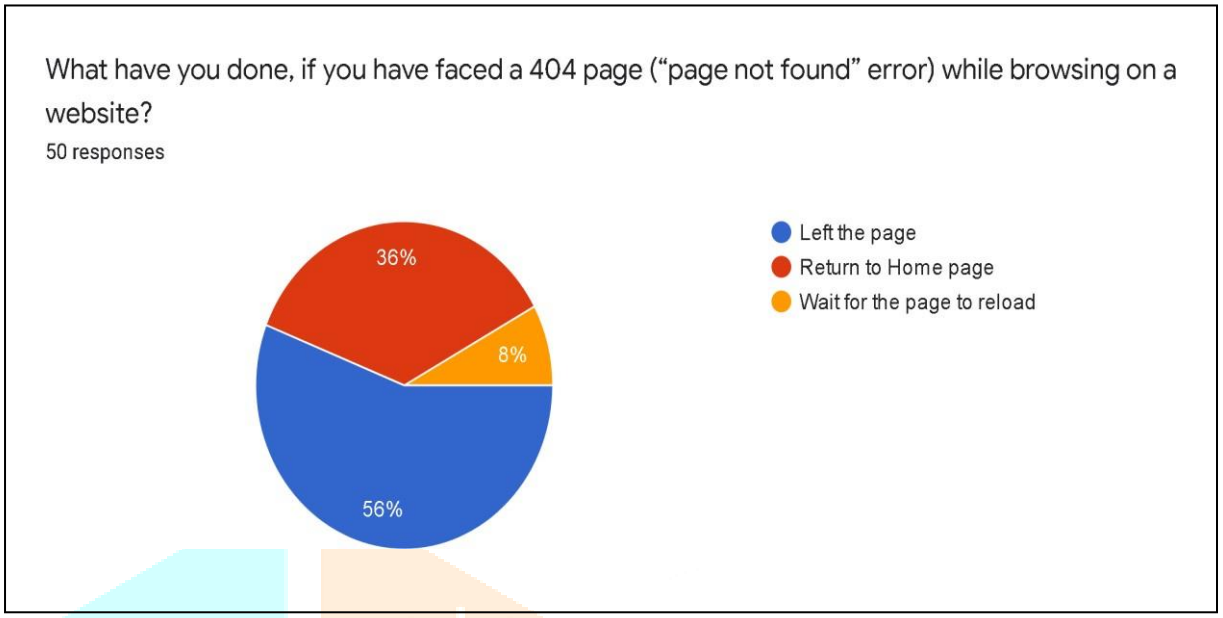


Fig 5: 404 page of a website Source: Primary Data

Fig.5 depicts how 404 pages of a website impact respondents' user's journey. Out of 50 respondents, 56% of the respondents have left the website straight away. 36% of the respondents have returned to the home page. And the remaining 8 % of the respondents have waited for the page to reload.

3.8 Font size and the Text readability

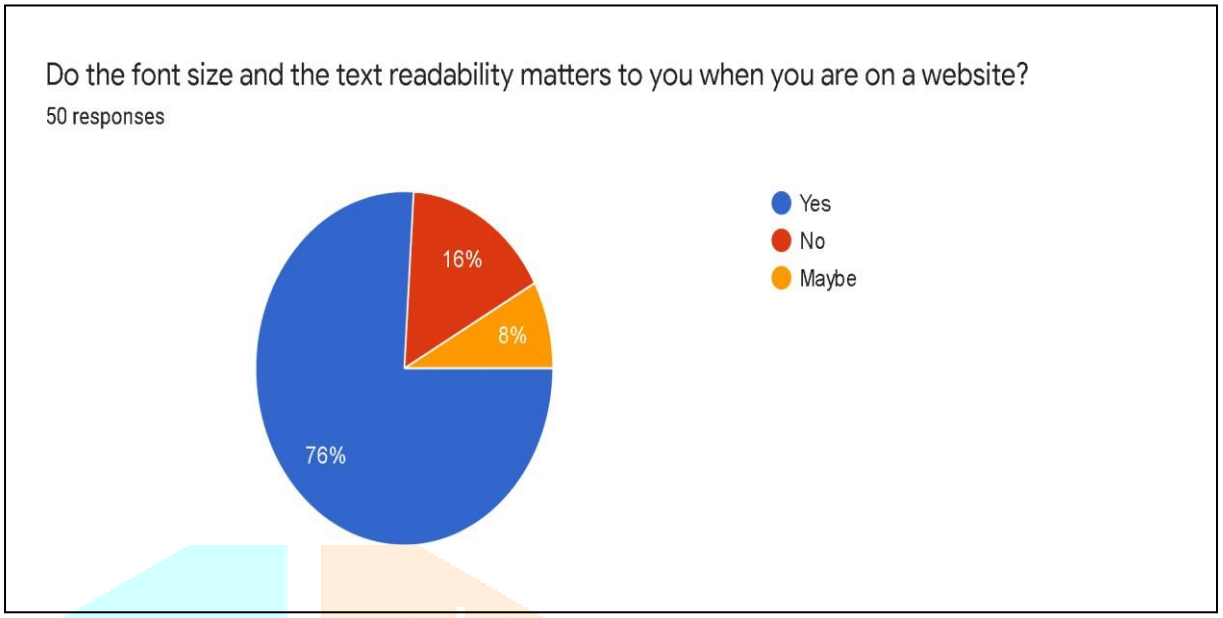


Fig 6: Font size & text readability on a website Source: Primary Data

Fig 6 depicts how important the font size & text readability on a website matters. 76% respondents have agreed to the statement, while 16% respondents disagreed. And the rest 8% 6f the respondents were unsure and said maybe.

3.9 Do you prefer websites that have many pop-ups and auto-play videos?

Table No.3: Prefer pop-ups and auto-play videos

Prefer pop-ups & auto-play videos	No. of respondents	Percentage
Yes	4	8%
No	44	88%
May be	2	4%

Source: Primary Data

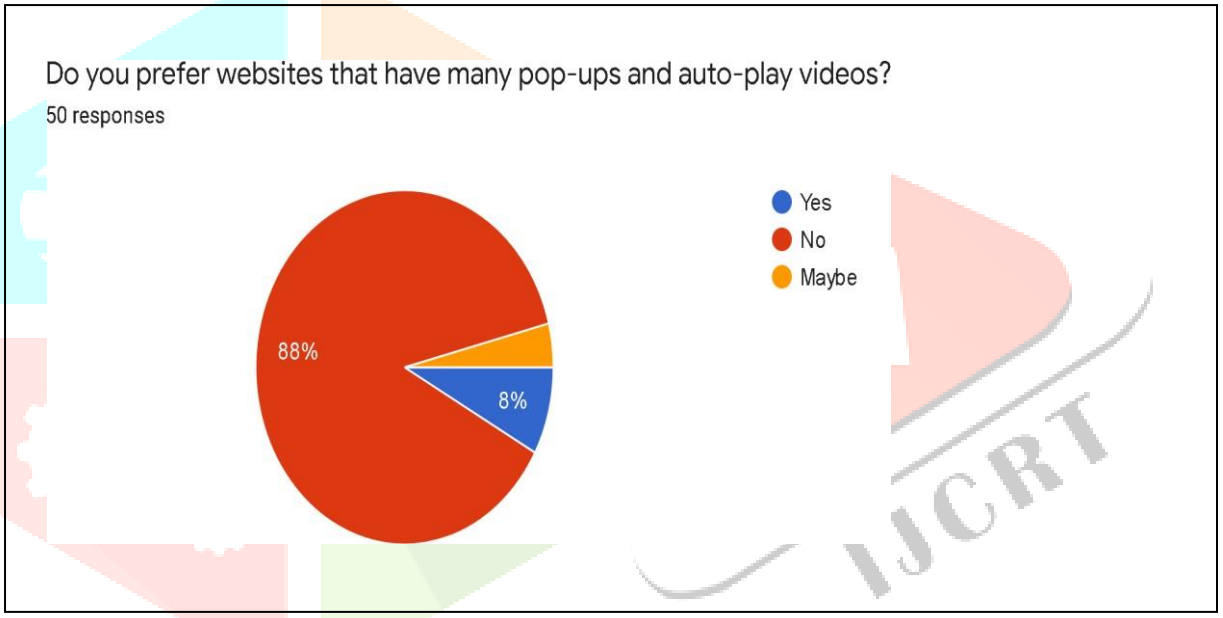


Fig 7: Prefer pop-ups and auto-play videos Source: Primary Data

Table No. 3 and Fig 7 shows whether the respondents prefer websites which have pop-ups & videos or not. Out of 50 respondents, 4 respondents have agreed that they prefer such websites. 44 respondents will not prefer websites which have many pop-ups. Remaining 2 respondents might or might not consider and have answered it as may be.

3.10 Have you ever been to a website that has been GLITCHING?

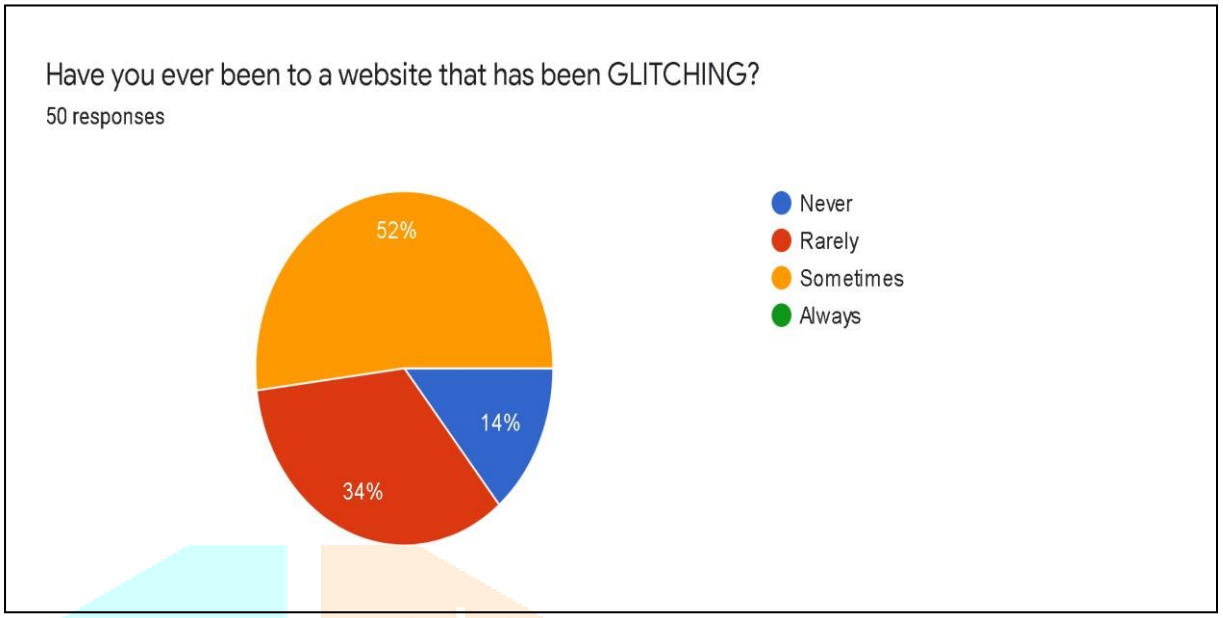


Fig 8: A glitching website Source: Primary Data

Fig 8 shows whether the respondents have been to a website which is glitching. Out of 50 respondents, 52% of the respondents have been to it sometimes. 34 respondents have been to such websites rarely, and the remaining 14% have never been to such websites.

3.11 Chat box feature

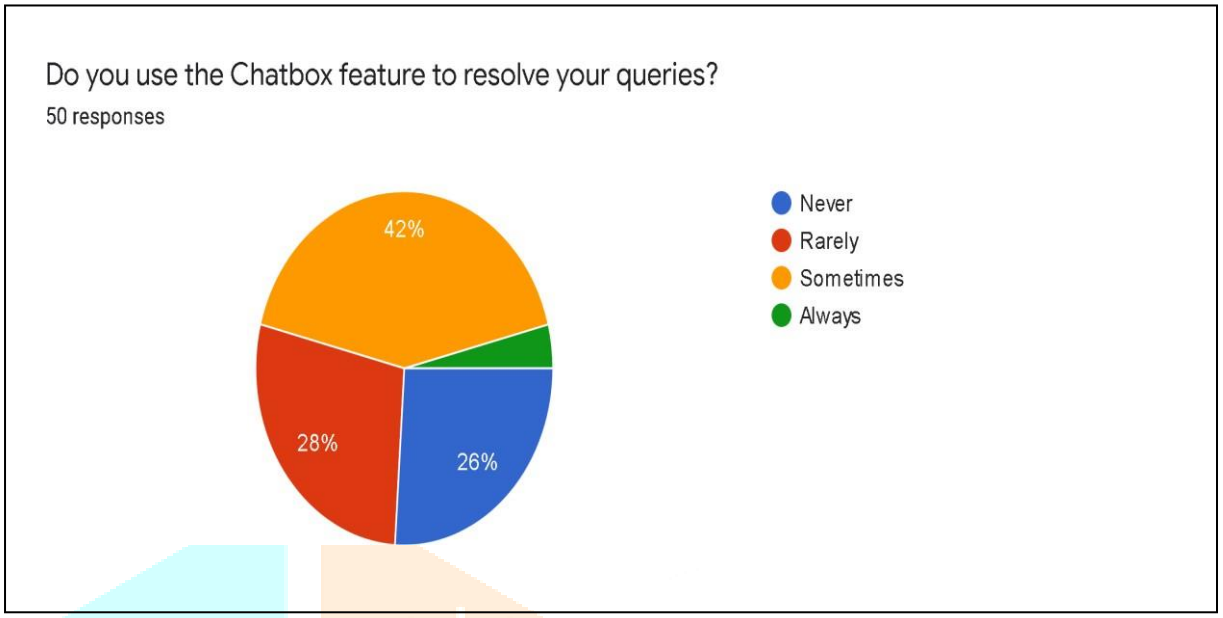


Fig 9: Chat box feature Source: Primary Data

Fig 9 shows whether the respondents use the chat box feature on a website in order to resolve their queries. Out of 50 respondents, 42% have used it sometimes, while 28% have used it rarely. 26% have never used the chat box feature. And the remaining 4% use it always to resolve their queries.

3.12 Availing the offers on a website

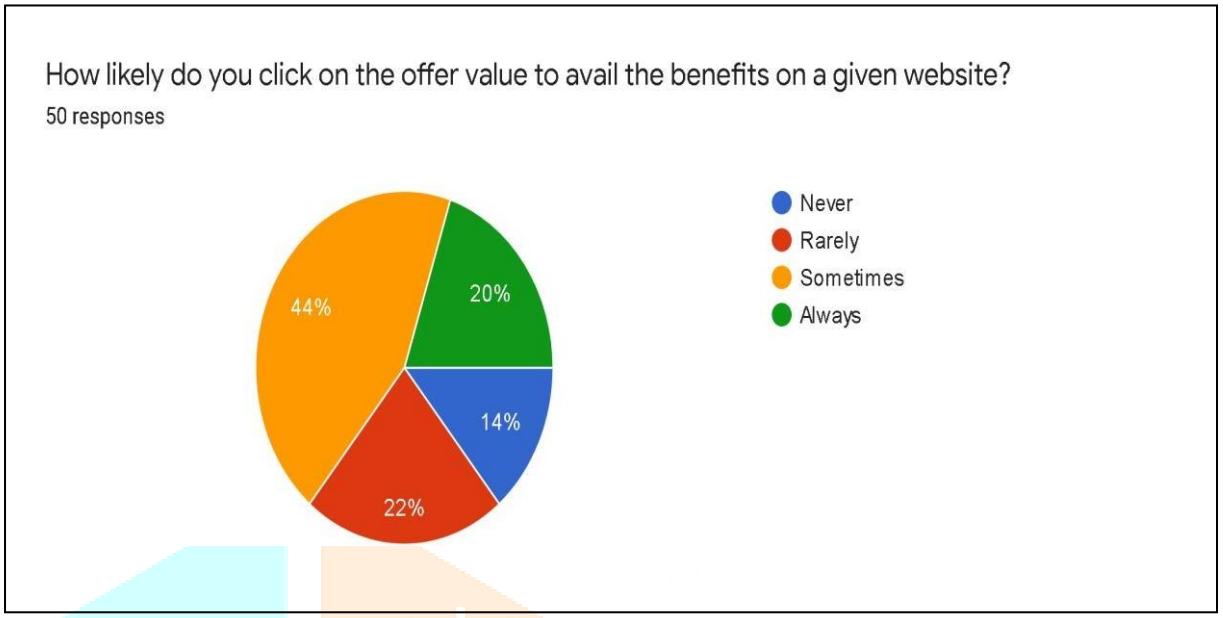


Fig 10: Availing the offers on a website Source: Primary Data

Fig 10 depicts how often the respondents click on the offer value to avail benefits on a website. Out of 50 respondents, 44% of the respondent's clicks on it sometimes, 22% clicks it rarely, 20% clicks it always, and the remaining 14% have never clicked on offer value to avail the benefits on a website.

3.13 Sign up for free product trials

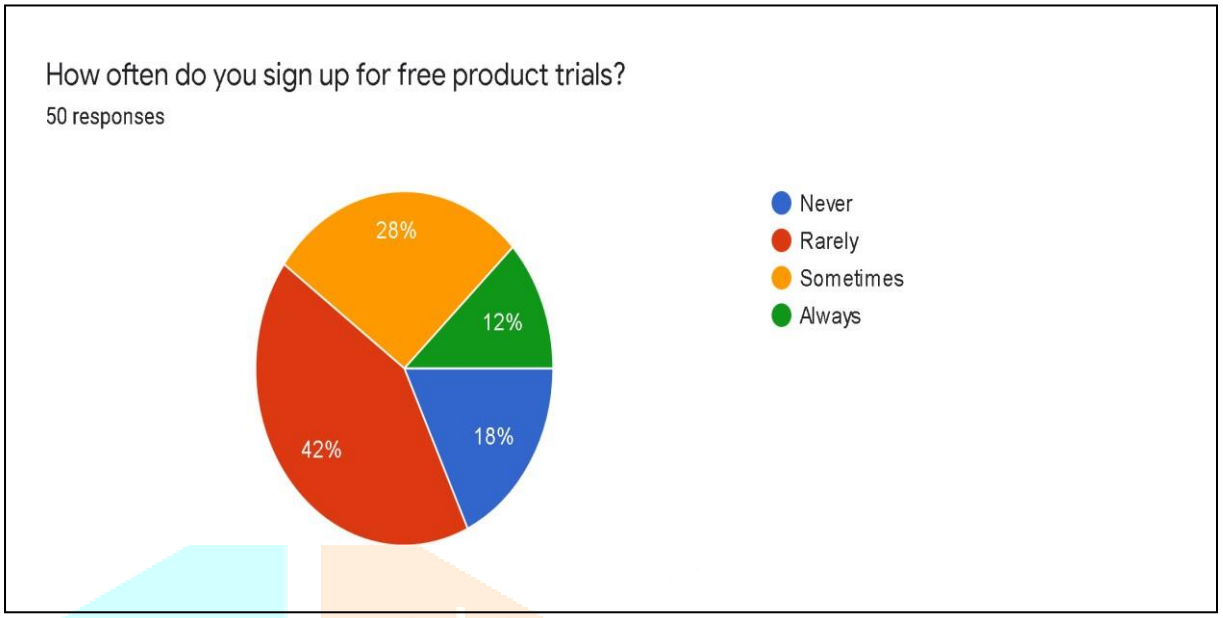


Fig 11: Sign up for free product trials Source: Primary Data

Fig 11. Shows how often respondents sign up for free product trials. Out of 50 respondents, 42% rarely look up for free product trials. 28% sometimes go for free product trials. 18% of them have never used it, and the remaining 12% have always signed up for free product trials.

3.14 Email alert subscription to services

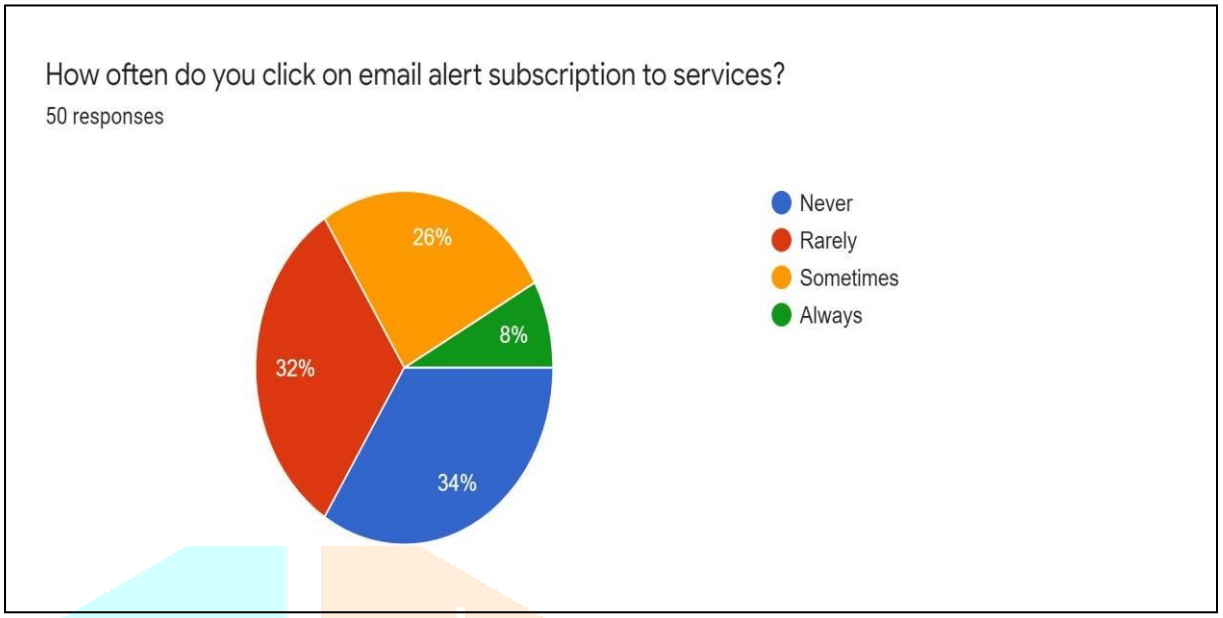
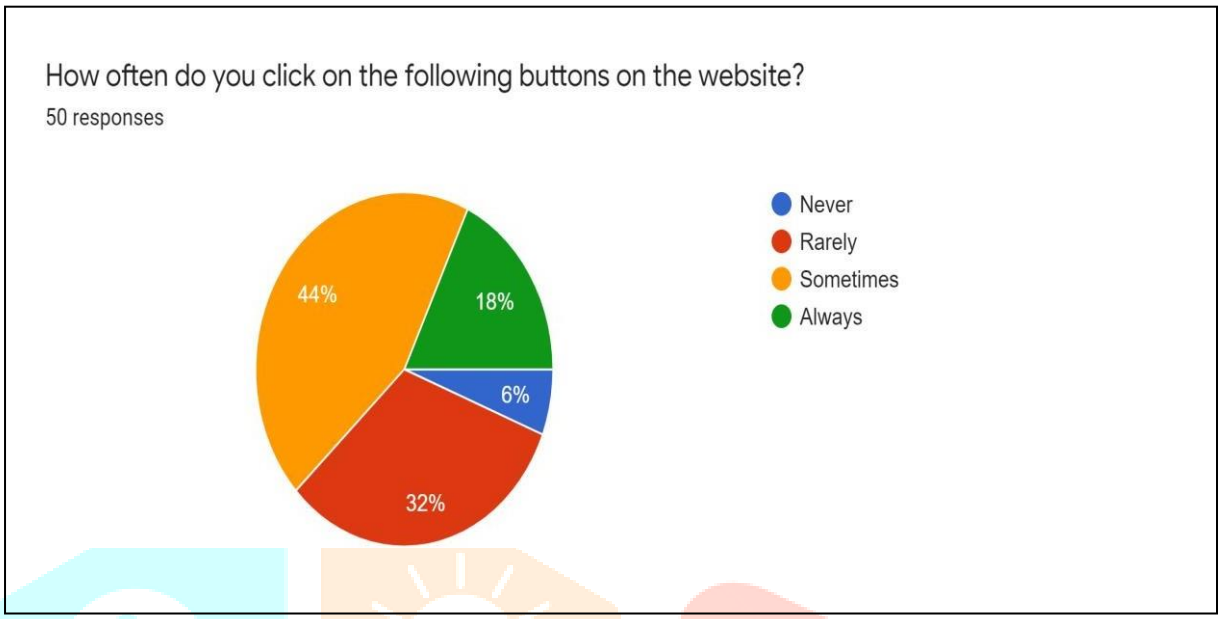


Fig 12: Email alert subscription to services Source: Primary Data

Fig 12. Shows how often respondents click on email alert subscription to services. Out of 50 respondents, most respondents that are 34% said that they never click on email alerts. 32% of the respondents stated that rarely sign up for email alerts. While 26% of the respondents stated that they sometimes click on email alert subscriptions and 8% of the respondents stated that they always click on email subscriptions alert.

3.15 Frequency of clicking following buttons on website: (Learn more/ know more, Buy now, Get started, Sign-up now, apply now, Book now, Buy now, FAQ, Download now)



3: Frequency of clicking following buttons on website Source: Primary Data

Fig 13 Shows how often respondents click on the following buttons on a particular website. Out of 50 respondents, 6% said that they never frequently click on buttons on websites. 32% of the respondents stated that they rarely click on buttons on website. While most 44% of the respondents stated that they sometimes click on the buttons on the website and 18% of the respondents stated that they always click buttons on the website.

3.16 Irritation when the page takes time to load

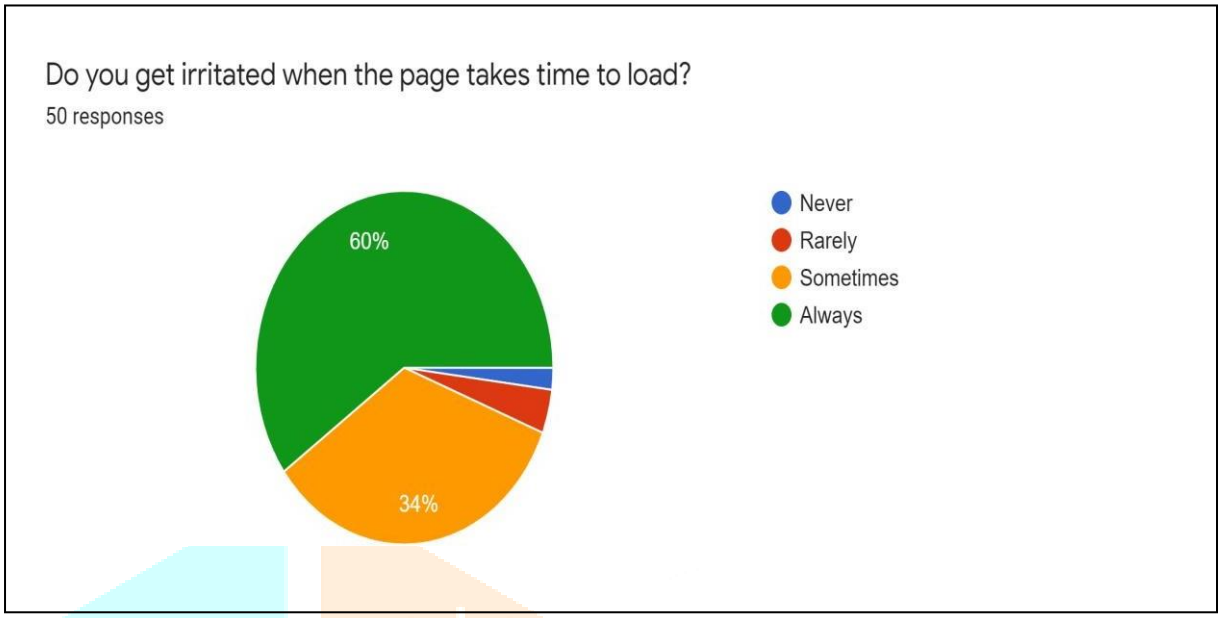
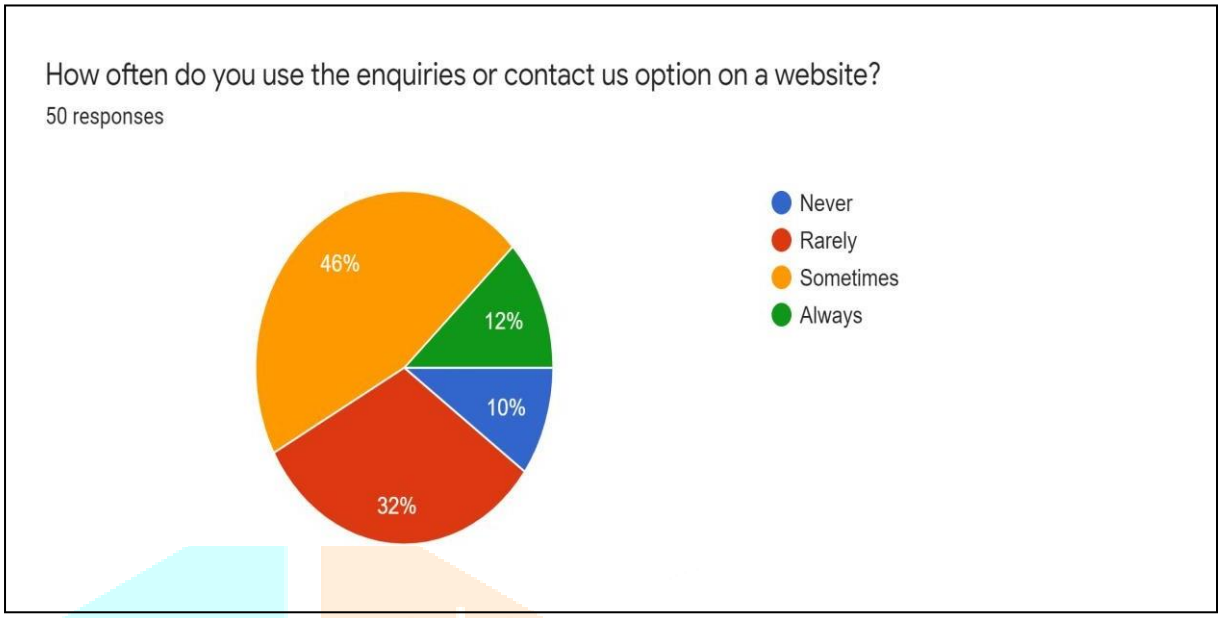


Fig 14: Irritation when the page takes time to load Source: Primary Data

Fig 14 Shows how often respondents are irritated when the page takes time to load. Out of 50 respondents, 2% said that they never get irritated when the page takes time to load. 4% of the respondents stated that they rarely get irritated when the page takes time to load. While 34% of the respondents stated that they sometimes get irritated when the page takes time to load and the large number of the respondents that is 60% stated that they always get irritated when the page takes time to load.

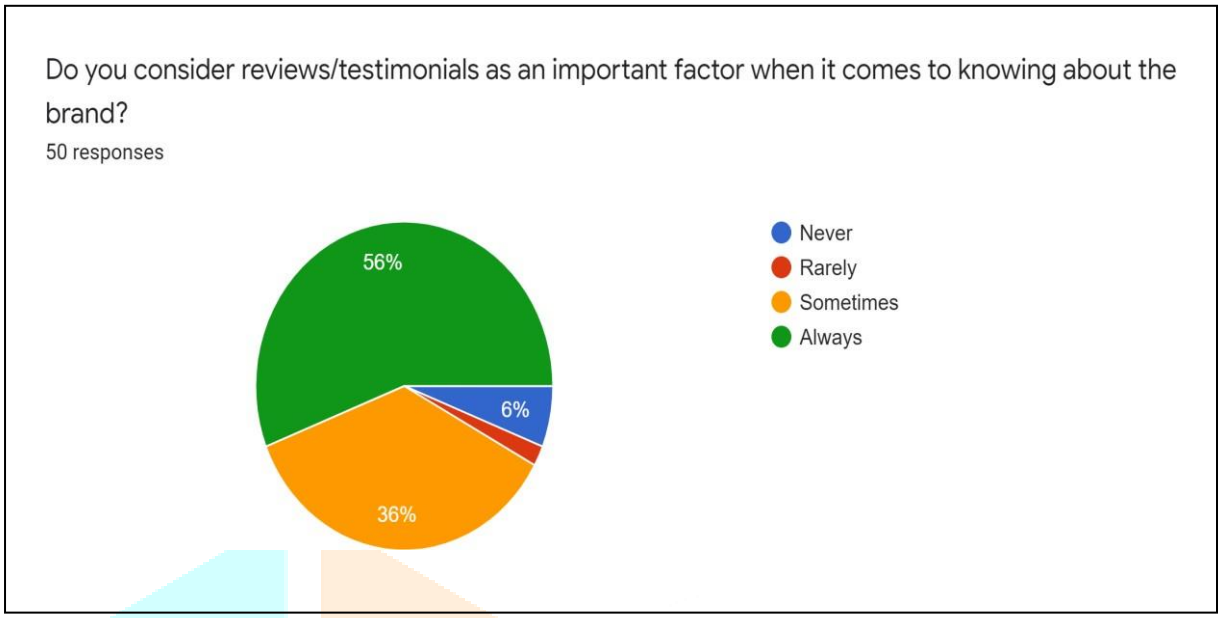
3.17 Frequency of the enquiries or contact us option on a website



requency of the enquiries or contact us option on a website Source: Primary Data

Fig 15 Shows how often respondents use enquiries or contact us option on a website. Out of 50 respondents, 10% of the respondents said that they never use enquiries or contact us option on a website.32% of the respondents stated that they rarely use enquiries or contact us option on a website. While 46% of the respondents stated that they sometimes use enquiries or contact us option on a website. And rest 12% stated that they always use enquiries or contact us option on a website.

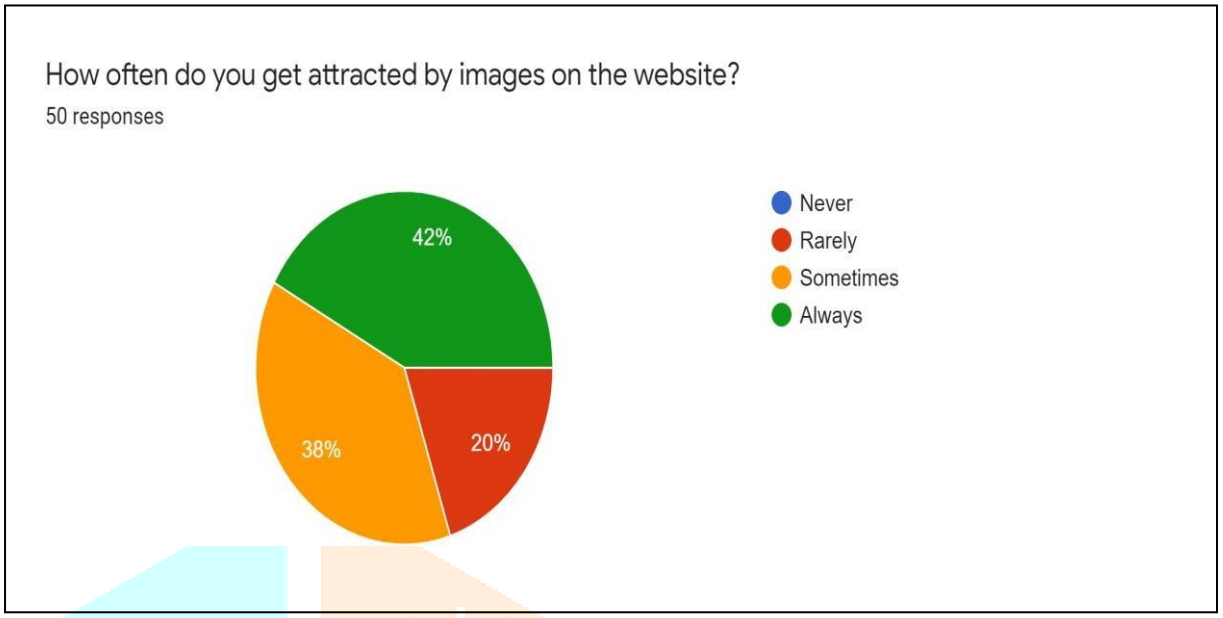
3.18 Review/testimonials -factor in knowing the brand



16: Review/ testimonials -factor in knowing the brand Source: Primary Data

Fig 16. Shows how review/ testimonials are an important factor in knowing the brand. Out of 50 respondents, 6 % of the respondents said review/ testimonials are never an important factor in knowing the brand. 2% of the respondents stated review/ testimonials are rarely an important factor in knowing the brand. While 36% of the respondents stated that review/ testimonials are sometimes an important factor in knowing the brand and rest 56% stated that review/ testimonials are always an important factor in knowing the brand.

3.19 Frequency of being attracted by the images on the website



Frequency of being attracted by the images on the website Source: Primary Data

Fig 17 Shows the frequency of being attracted by the images on the website. Out of 50 respondents, No respondents said they are never attracted by the images on the website. 20% of the respondents stated that they are rarely being attracted by the images on the website. While 38% of the respondents stated that they are sometimes attracted by the images on the website. And the rest 42% stated that they are always attracted by the images on the website.

3.20 Use of a search bar on the website

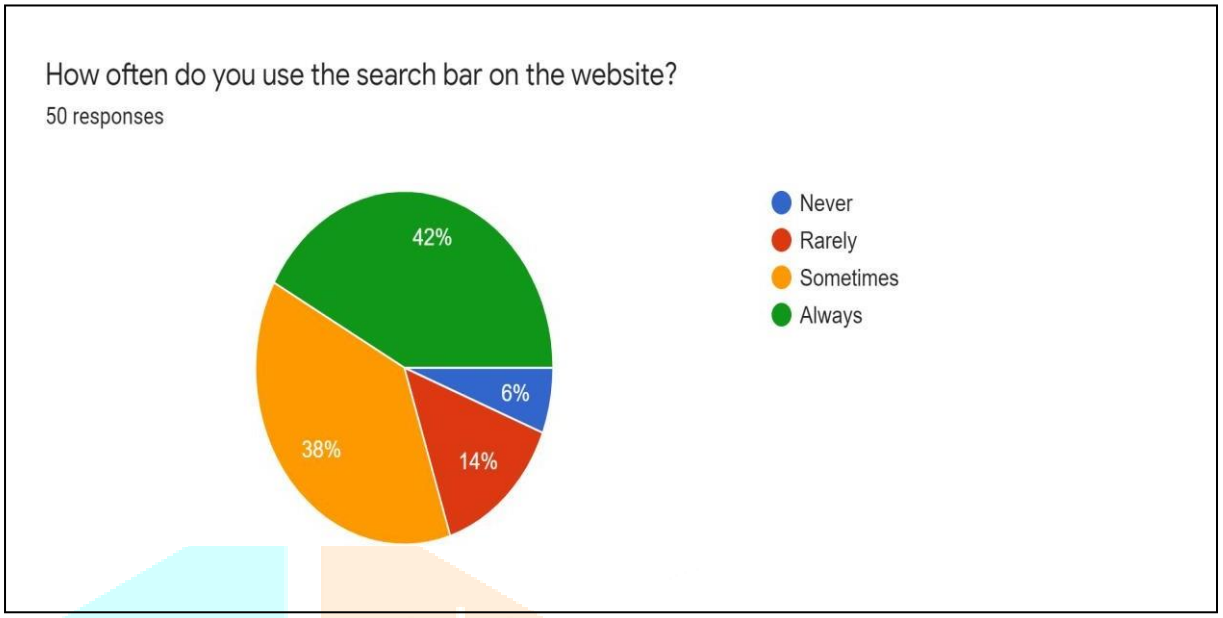


Fig 18: Use of search bar on the website

Source: Primary Data

Fig 18 Shows the frequency use of search bar on the website. Out of 50 respondents, 6% of the respondents stated that they never use the search bar on the website. 14% of the respondents stated that they rarely use the search bar on the website. While 38% of the respondents stated that they sometimes use the search bar on the website and the rest 42% stated that they always use the search bar on the website.

3.21 Whether people consider the first-page result of Google (or any) other search engine results while collecting the information

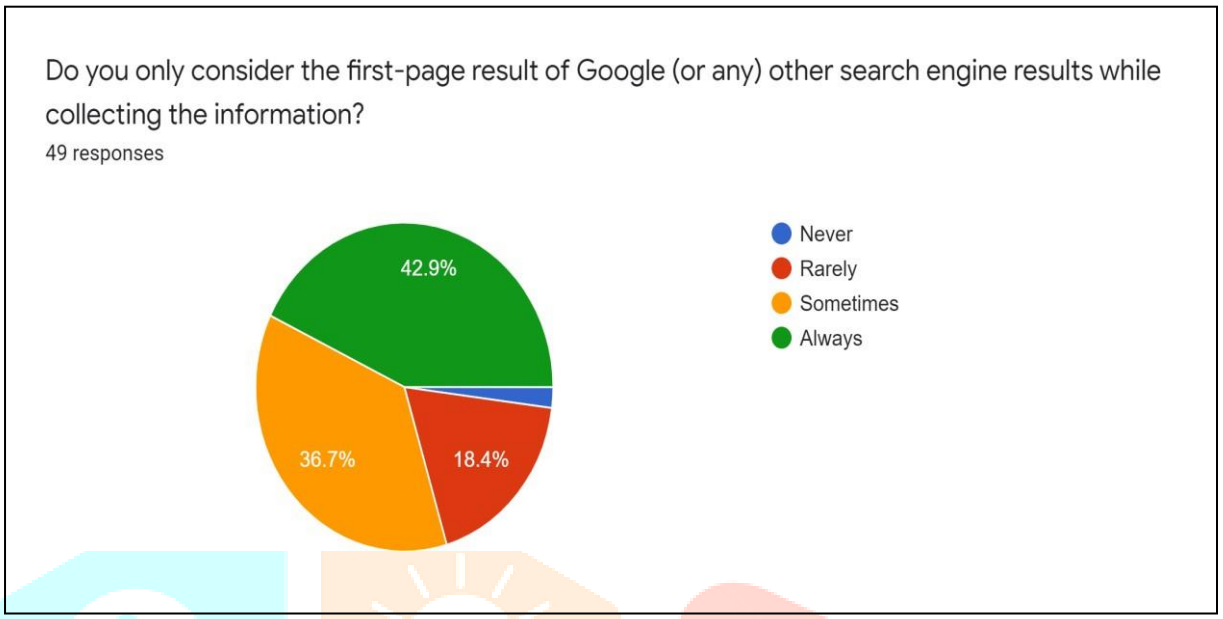


Fig 19: Whether people consider the first-page result of Google (or any) other search engine results while collecting the information

Source: Primary Data

Fig 19 Shows whether people consider the first-page result of Google (or any) other search engine results while collecting the information. Out of 50 respondents,2 % of the respondents stated that they never consider the first-page result of Google (or any) other search engine results while collecting the information.18.4% of the respondents stated that they rarely consider the first-page result of Google (or any) other search engine results while collecting the information . While 36.7% of the respondents stated that they sometimes consider the first- page result of Google (or any) other search engine results while collecting the information and the rest 42.9 % stated that they always consider the first-page result of Google (or any) other search engine results while collecting the information .

3.22 Hypotheses testing and interpretations

3.22.1 Hypothesis 1 – Chi-Square

Null Hypothesis (H0): There is no significant association between the gender of the respondents and their attitude towards the check on security seal icon on the website

Alternate Hypothesis (H1): There is a significant association between the gender of the respondents and their attitude towards the check on security seal icon on the website

Table No.4: Assessing the association between the gender of the respondents and their attitude towards the check on security seal icon on the website using Chi-Square Test

Gende r	**Yes**	**No**	**df**	**Critical value**	**χ2**	**p Value**
F	20	6	**1**	3.84	0.6512	0.4
M	16	8				
			Decision**: Accept Ho**			

Source: *Computed from primary data*

In the table above, calculated value ($\chi 2 = 0.6512$) is less than the critical (table) value = 3.84 and p = 0.41 is *greater* than 0.05. Hence, the null hypothesis (Ho) is accepted at a 5% level of significance and 1 degree of freedom. Therefore, there is no significant association between the gender of the respondents and their attitude towards the check on security seal icon on the website.

Therefore, the alternate hypothesis (H1): 'There is significant association between the gender of the respondents and their attitude towards the check on security seal icon on the website.' is rejected.

Conclusion

The data collected from the primary data sources have proved to be a major significance in identifying the user experience and conversion rate and how it affects the user experience and its interference a new level of dimension with a proper use of techniques involved in making a website more accessible and user friendly

- The data states that how load time affects the user experience of a website

- It also signifies the importance of having a good navigational flow that will lead you to good conversions.

- This data proved the importance of having relevant content on a website to resolve users' queries and getting what users intend to.

- A website with pop-ups is least likely to be considered and does not lead to a good experience.

- Considering reviews/ testimonials and a secure website will help website ti build the trust factor and credibility.

Chapter 4

Secondary data discussion

4.1 CRO Tools & Techniques

4.1.1 Web Analytics

According to Brian Clifton (2010), Web Analytics is a significant tool for your website. It is extremely important to keep on constantly checking and monitoring your online health. If you want to improve your numbers in terms of traffic and conversions, it is absolutely crucial to analyze this granular data of web analytics. In order to effectively operate online, it is essential to analyze the web analytics data of online marketing strategy, navigation, and page content. A poor performing website will worsen the return on investment (ROI) and indeed affects a brand. Web analytics adequately provides the tool for the gathering of this valuable information and enables you to benchmark their effects. Analytics offers a granular level of data of each user navigating the website, the particular pages that generate the most significant revenue. Web analytics also shows the low performing page this will help marketers to focus on these pages to improve the overall performance. Hence, Web analytics is important to look for an opportunity to change or to look for improvement in the website's overall performance.

4.1.2 A/B (Split) Testing

A/B testing is also referred to as Split Testing, This allows the user to test two (or more) entirely different versions of a page (Clifton, 2010). This technique can be determined if the user is examining a page redesign or new layout of the page, or if he just wants to replace one item on a page. According to Econsultancy's annual Conversion Rate Optimization Report for 2015, A/B Testing is the famous method used, with 58% of the participating companies saying that they previously used it.

Also, according to the same report, 60% of the participating companies claimed that they consider A/B testing as an extremely worthy technique for improving their Conversion Rates and it also seems to be considered as an easy CRO technique to be executed, by 63% of the companies.

It is often used to test the design plans– for example, for the theme colors, the CTA buttons colors, for the position of the menu exploration system. The sequential nature of A/B-24-testing and the few alternatives presented to the visitors enable its user to gain results fast.

In other words, A/B testing provides a comparison of variations of one or more elements of a page, in order to find the one that converts more visitors into customers.

According to Tim Ash (2008), A/B tests have numerous advantages:

1. Ease of test design.
2. Ease of implementation
3. Ease of analysis
4. Flexibility in defining the variable values.

But, according to Tim Ash (2008), A/B tests have also some disadvantages:

1. Limited number of recipes
2. Inefficient data collection.

4.1.3 Heat maps

John Lincoln / July 12, 2020, said that Heat maps are an essential tool for helping marketers understand how users interact with a website.

Heat maps are data visualization tools designed to assist website owners to understand how well a particular page is performing.

He mentioned some of the workings of a heat map

- Scroll maps: It tracks how far readers have scrolled down the page before dropping off.

  The redder the world, the more people read it..

- Click maps: Track where users click most often. This could be mainly the internal links, the navigation bar, logos, images, CTA buttons, and anything that appears to be clickable.

- Hover maps: It helps to track wherever the users are moving the cursor around the page.

  Hot spots are indicated by where users pause most frequently.

He further mentioned that the most common way to use heat maps is for gaining an understanding of how customers interact with on-page elements like CTA buttons, where friction exists, and visitors move through the site. Also, using heatmaps to optimize image placement to increase conversions is one of the best practices to have.

Understanding how your visitors interact along with your site's content, structure, and on-page elements allows you to make a technique that gets users to stay around, read a blog, and ultimately, convert more often.

4.2 Best Practices

4.2.1 Tesco - (One of the biggest retailers in the UK)

One best thing Paddy Moogan spotted about Tesco was “secure” assurance, which holds to the point that the website is safe to use and experience.

Another good thing was the landing pages. Tesco focused on highlighting the special offers on every landing page. For example, the bakery section highlighting it as “buy one get one free offers” and also special offers of the week.

4.2.2 Toms (Case study)

Looking at the Toms website, they focused on reducing cart abandonment rate, in a way which allows users to check-out as a Guest. An example of that is Toms’ check-out page.

However, registration had its benefits for both businesses and customers. Retailers could personalize future offers, while customers can avoid filling the data again when proceeding to their next purchase.

4.2.3 Search Box (Mango Case Study)

The Search Box plays a vital role element for all commercial websites. Following Mango’s example, where no matter at which point of any page the visitor is (even at the bottom of the page), the search box is always available for them, so they don’t have to scroll back up to find it.

4.2.4 Other Best practices

- Avoid running too many tests and pop-ups at the same time on the web pages.

- Place Call-to-Action buttons at the right place on the website. As placement of CTA buttons play a major role in getting more conversions.

- Build some trust factors among users. (By adding testimonials, reviews, assuring your visitors that you value their privacy and that you have a secured site.)

- Having a good navigational flow throughout the website can bring more conversions.
  As users always look for and will consider an easy-navigational flow website rather than a complicated one.

- Optimizing the load time of your website is one of the important aspects to look into.

Chapter 5

Findings and suggestions

5.1 Findings

a. Out of 50 respondents, 40 respondents- 80% looked at all things while considering a reliable website, i.e. Instant loading website, A good navigational flow, Secure website, and a Good design. These states how important are these factors for the user's journey and for a good conversion rate.

b. 68% of the respondents have left the website due to not finding precise information they are looking for. This states that in order to get to the stage where a visitor becomes a lead that you can convert into a customer, it is important to provide the relevant information or the exact information, which users are in search of.

c. 60% of the respondents consider a secure website over unsecure website. This reveals that being secure in this digital world has become more important and it is vital to protect the website data and user's data that it holds.

d. 76% of the respondents stated that font size and the text readability matters to them when browsing on a website. It means that having clear and easy to understand content readability lets audiences stay, connect, and interact with your website instead of leaving and going to some other sites for better understanding.

e. This study revealed that websites that have many pop-ups and auto-play videos are least likely to be considered.

f. 34% of the respondents never click on "email alert subscription" to services. This states that, users are not likely to have subscription service and are more likely to avoid no. of subscriptions emails in their inbox.

g. 60% of the respondents get irritated by the slow loading of the website. This states that page load is vital for every website, not only for the user's journey but also for a good conversion.

h. The study also reveals that 46% of the respondents use the enquiries or contact us option on a website.

i. 56% of the respondents always consider reviews/testimonials to know about the brand. This states that trust is an important factor for brand value.

j. 42% of the respondents get attracted towards images on the website, as images can communicate a product, service or brand instantly.

5.2 Suggestions

In light of the empirical results I would like to make the following suggestions**:**

a. Instant loading website - Pages with longer load time is bound to have higher bounce rates and lower average time on site. Hence, longer load times negatively impacts the conversion rate of a website.

b. A good navigational flow will interact with the website through a click or two. This will let users stay on your website and will act as a road map which will direct users to various other pages and information on your site.

c. Secure website - Your website is your brand identity, and personal information, which is your first contact with customers. If the website is not safe and secure, those business relationships can be compromised.

d. Having relevant content gives audiences to connect, and interact with your website instead of leaving and going to some other sites for better understanding.

e. Adding up trust factors on the website, will let users develop some value of how trustful a brand is. Having testimonials, reviews, etc. on your website will build up trust with your audience and in turn will convert into leads.

Chapter 6

Conclusion

Creating a great user experience for your end-users can increase the probability of completing conversion across your product. Thus, we can conclude that both user-experience and conversions are dependable variables for good website performance.

In simple terms, optimizing the user experience on the website by using the tools and techniques which will not only help you get a good number of conversions, but it will also construct your online brand presence, build trust towards your brand, and ensure a user-friendly website for easy access of services.

Chapter 7

Limitations

- The time given for the study of the research problem is restricted due to which detailed study cannot be carried out.
- The questionnaires were conducted by distributing Google forms, therefore repeated reminders had to be given to the respondents.
- Due to the pandemic situation, the access to libraries was restricted, due to which in- depth study was difficult to carry out.
- It was tedious and time consuming.

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ANNEXURE QUESTIONNAIRE

USER EXPERIENCE AND CONVERSION RATE - A CORRELATIONAL STUDY

- NAME
- AGE
- OCCUPATION
- GENDER

1. Which device do you use mostly for browsing and other activities?

   ° Desktop

   °Mobile phone

   °Tablet

2. What are the things you would look for in a reliable website?

   ° Instant loading website

   °A good navigation flow

   °Secure website

   ° Good Design

   ° All of the above

3. Have you experienced any of the following when browsing and has that resulted in you leaving the website?

° Outdated Information

° Technical language

° Not precise information you are looking for

°Difficult Navigation

° Other _____

4. Were you ever abandoned from a shopping cart page?

Yes, because

° Cart page was not working

°Unexpected hike in cost / Couldn't find coupon code.

°Not secure

°Poor customer support

° Slow loading

No,never faced such issues.

5. What have you done, if you have faced a 404 page (“page not found” error) while browsing on a website?

°Left the page

° Return to Home page

° Wait for the page to reload

°Other

6. Do you check the security seal icon on the website right before the URL?

° Yes

°No

7. Do the font size and the text readability matters to you when you are on a website?

°Yes

°No

8. Do you prefer websites that have many pop-ups and auto-play videos?

° Yes

° No

9. Have you ever been to a website that has been glitching?

° Never

° Rarely

° Sometimes

° Always

10. Do you use the Chat Box feature to resolve your queries?

° Never

° Rarely

° Sometimes

° Always

11. How likely do you click on the offer value to avail the benefits on a given website?

    ° Never

    ° Rarely

    ° Sometimes

    ° Always

12. How often do you sign up for free product trials?

    ° Never

    ° Rarely

    ° Sometimes

    ° Always

13. How often do you click on email alert subscriptions to services?

° Never

°Rarely

°Sometimes

° Always

14. How often do you click on the following buttons on the website? (Learn more/ know more, Buy now, Get started, Sign-up now, Apply now, Book now, Buy now, FAQ, Download now)

°Never

°Rarely

°Sometimes

°Always

15. Do you get irritated when the page takes time to load?

°Never

°Rarely

°Sometimes

°Always

16. How often do you use the enquiries or contact us option on a website?

°Never

°Rarely

°Sometimes

°Always

17. Do you consider reviews/testimonials as an important factor when it comes to knowing about the brand?

° Never

°Rarely

°Sometimes

° Always

18. How often do you get attracted by images on the website?

° Never

°Rarely

°Sometimes

° Always

19. How often do you use the search bar on the website?

°Never

°Rarely

°Sometimes

°Always

20. Do you only consider the first-page result of Google (or any) other search engine results while collecting the information?

°Never

°Rarely

°Sometimes

°Always

Abbreviations

FAQ	Frequently Asked Questions
UX	User Experience
CRO	Conversion Rate Optimization
ROI	Return On Investment
CTA	Call To Action
DF	Degree Of Freedom
HO	Null Hypothesis
H1	Alternative Hypothesis
UK	United Kingdom
F	Female
M	Male
Fig	Figure
%	Percentage

&	And
SAAS	Software As A Service
www	World Wide Web
http	Hypertext Transfer Protocol
ELSTAT	Hellenic Statistical Authority
ELTRUN	E-Business Research Laboratory of AUEB.