Analysis of User Experience of Furniture E-commerce

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Abstract: The purpose of this essay is to explore, illuminate, and hypothesize the user experience of digital marketing firms. By analysing the response of 5 respondents, whereby all the respondents are aged between 19 years and 51 years, three males and two females. All the respondents stated that they are regular users of mobile apps and websites in ordering goods. This essay depicts that the introduction of digital marketing has eased the process of ordering and delivery of goods, that customers have had a better experience and satisfaction in the digital system as compared to the analogy system. Mobile apps enable customers to get access to view a variety of goods in just a click of a button. Therefore, customers will spend the shortest time possible in selecting items of their choice. To offer the best experience for customers, organizations should offer their products and services in a manner that customers' emotions are affected positively. A positive emotions design will enhance the uptake of an organization's products, thus, maintaining a competitive advantage.

Keywords: User Experience; Digital Marketing; Furniture E-Commerce

1. Introduction

Digital marketing is a section of marketing that uses the internet and online digital technologies, e.g., mobile phones, laptops, social media, desktop computers, and other modern platforms and media to promote services and products. User experience (UX) is a key factor in digital marketing. User experience is the understanding of the needs of consumers of certain products or services to enable the service provider to come up with better goods and services, which will enhance the experience of customers, thus, increasing the uptake of products and services. Made.com is a UK based online retailer organization that markets and distributes furniture. To enhance UX in digital marketing, organizations must provide a simple, user-friendly site to enable customers' access to goods and services effectively and efficiently. Moreover, companies have to provide services to their customers in a positive emotions design so that the consumers will enjoy a fascinating experience when shopping online.

2. Literature Review

In the world today, easy internet access to the internet has enabled consumers to do online shopping. According to statistics, online shopping is one of the main models in which most people around the globe make use of when purchasing products. When considering activities on the internet, online shopping comes third after web browsing and email use. Globally, over 627 million people have so far done online shopping. Among the world's biggest users of online shopping websites and apps are British and Germans. According to ACNielsen Report on Global Consumer Attitudes towards Online Shopping (2007), Airline reservations and tickets, books, electronic products, videos and games, clothing and shoes, and furniture are the most purchased items on the internet. The biggest online marketing organizations for products around the globe are Amazon.com, Ebay.com, Walmart, Alibaba.com, Target.com, and Bestbuy.com, among others. Today, almost every business company has at least 1 functional online website (Dixit, 2016). A lot of companies have developed mobile applications that are available in app stores. Applications are mostly preferred by

customers as compared to websites. Moreover, it has been documented that customers desire shopping in an organization which gives them a pleasant affective experience. According to several studies by Oracle and MobileSmith, it has been realized that above 60% of users of digital marketing prefer mobile applications over websites. Furthermore, when demographic factors were studied, i.e., gender, age, education level, and income, it was found that most people who do online shopping were the young and the middle-aged, professionals, and with high levels of income.

3. Factors Which Give Clients Pleasant Emotions When shopping Online

There have been developed various factors that make online purchasing of products a fascinating experience customer. For a digital marketing organization to keep its customers and sustain its competitive advantage, it is required that its products and services be focused on promoting pleasure and positive emotions in the clients. To achieve this, organizations have to modify the aesthetic appearance of products in a pleasing manner and encourage constant and engaging relationships with clients. A few elements which enhance pleasant emotions are discussed below.

3.1 Customer Care Services

Almost all organizations which provide their services in websites have an active customer care link. Whenever a client has queries about products and other sections in the website, they just have to send a message directly, and a customer care agent will respond accordingly. It is, therefore, important that the customer care network has a high degree of efficiency and effectiveness to meet customer desires without delays.

3.2 More Convenient as Compared to Traditional Methods

Being convenient means that it is very easy to search for information about a certain product through browsing on the internet as compared to traditional shopping manually (Ayar, 2019). In online platforms, a customer will search an item and, thereafter, a list of products with the same description, e.g., chairs, will appear. A customer will then be able to choose the favourite product among the displayed goods. An online shopping platform should be designed in a way in which the client will enjoy the shopping process as they go through uncomplicated procedures.

3.3 Security

Security is one of the key aspects of online shopping. Many people are afraid to purchase goods and services online since most of them are afraid of fraud of credit cards, risks of non-delivery, privacy reasons, and services following purchase, among others (Soopramanien, 2010). However, much attention has been put on online marketing and sales platforms. Nowadays, there is a safety mechanism in place whereby there is a secured platform in which private information is not shared with anyone else. A client will key in the required personal information only when they feel secure. Therefore, the secured transaction of monies, as well as credit card info, decreases the risk of transaction errors and increase trust between the vendor and the customer.

3.4 Website Features and Design

The final factor that customers consider when choosing an online platform to view items and do their shopping is the design and features of the website. Online shopping is not just about going online and purchasing items. Rather, pleasant physical features of the website will keep the client browsing through various products, and this will increase the company's overall sales. Among the features which individuals look into are website fulfilment/reliability, the design in itself, customer privacy, and security on the site, customer service, among others (Ayar, 2019). These features affect the perception of a consumer, thus, affecting their choice of online shopping platforms. Therefore, a website or application that has a high quality will be favoured by customers as compared to low-quality platforms.

4. Methodology

The study of user experience of the use of Made.com to purchase furniture on an online platform uses a descriptive design since the study is interested in getting information on the experience of customers who use Made.com to purchase furniture. Generally, the study is going to employ two research methods: qualitative and quantitative designs. As time is of the essence, quantitative research will enable the survey to take the shortest time possible (Tesch, 2013). The study will base its findings on primary data, whereby five respondents are going to be involved in the study. Primary data involves observation, case study design, use of questionnaires/ interview technique, and projective method, among others. This study employed the use of questionnaires. This system was the best for this study since the research is focused on Made.com, an online marketing platform that is used by many people in different geographical locations.

The sampling technique of choice was nonprobability sampling. The specific design which was employed is convenience sampling; whereby, the most convenient respondents (accessible and willing) during the period of research were selected randomly (Guetterman, 2020). Considering the cost and time factor, this sampling technique was suitable for this study. The sampling design which was used was distributing the questionnaires among the public, 48 people were approached, and among them, 5 of them said that they use online services for shopping and Made.com was one of their favourites. The five were then invited to fill in the questionnaires. The questionnaire was keenly designed to provide as much information as possible on the desired requirements of the study. The questions in the questionnaire were randomly created, taking into account previous research on the attitudes of customers towards ordering products online to validate the survey and add more content. Moreover, some questions are primarily created to answer more questions on the subject matter. The tool which was used in data analysis is the five points Likert Scale. As the name suggests, the Likert Scale has five parts, namely, strongly disagree, disagree, not applicable/uncertain, agree, strongly agree.

5. Data Analysis

This section will analyse the findings from the survey. The analysed data is the primary data collected from 5 members of the public who were randomly selected. The analysis will be analysed according to the four factors which influence the use of online platforms when shopping, i.e., convenience, time-saving, security, and website design/features.

5.1 Convenience

Table 1 Convenience influence the use of online platforms
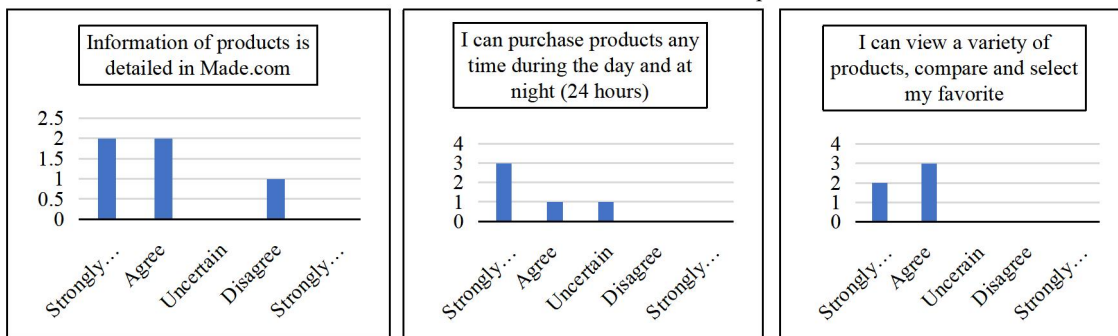
When asked how convenient it is to shop online on Made.com, 40% of the respondents strongly agreed that it was convenient to shop on the website. Another 40% of the respondents agreed to the concept. However, 20% disagreed. 60% of the respondents strongly agreed that they could go shopping at any time of the day in the 24-hour schedule. 20% agreed to the concept, and another 20% was uncertain. 40% of the respondents strongly agreed that they could view a variety of products and choose their best on Made.com, while 60% agreed.

5.2 Design/Features

Table 2 Design/Features influence the use of online platforms
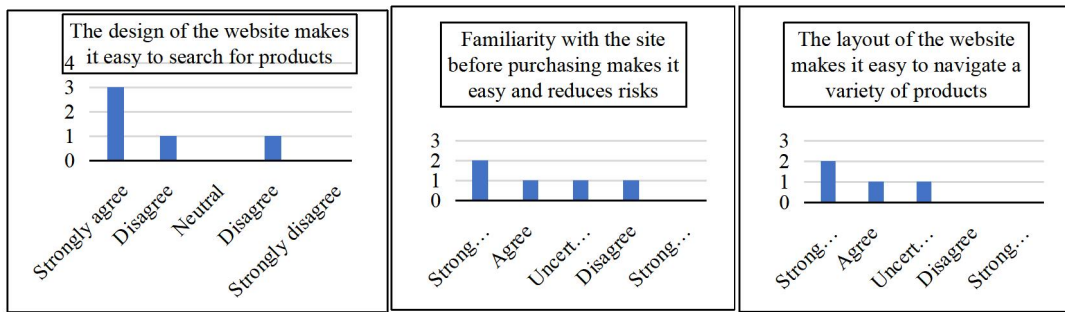
As per the results, 60% strongly agreed that the design of Made.com is efficient in search of products, while 20% agreed. However, 20% of the respondents disagreed. Moreover, 40% of the respondents strongly agreed that it is easy to familiarize themselves with the website, and this enhances item selection and purchasing, while 20% agreed. 20% was uncertain while another 20% disagreed. Furthermore, 40% strongly agreed that the layout of the website fastened the selection and purchase of products, while 20% agreed. However, 20% was uncertain, and another 20% strongly disagreed.

5.3 Security

Table 3 Security influence the use of online platforms
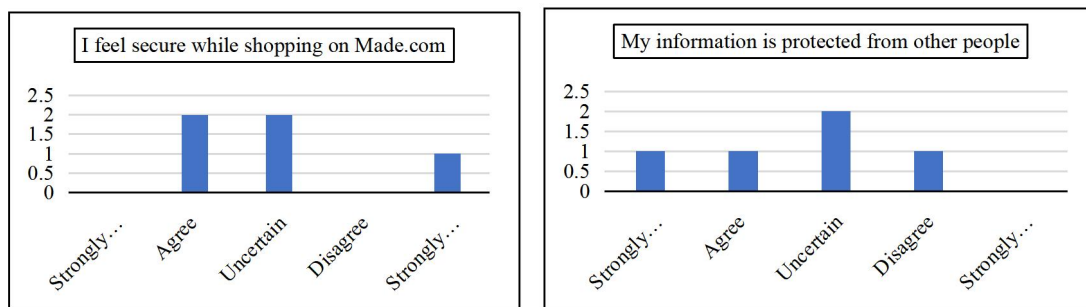
40% of the respondents agreed that they feel secure when transacting on Made.com, while 40% was uncertain if they were secure or not. However, 20% strongly disagreed. Moreover, 20% strongly agreed that their information was kept confidential on the site while another 20% agreed. 20% of the respondents disagreed with this concept, while 40% was uncertain.

5.4 Customer Care Service

When asked about the efficiency and effectiveness of online customer care service, 20% of the respondents agreed that it is excellent while 60% were not sure whether or not it is effective. The remaining 20% disagreed with this concept.

6. Recommendation

From the analysis, it is evident that a majority of customers who use Made.com in doing online shopping appear satisfied with the services. A majority of the customers feel that the website is designed in a way that they find the desired items easily and make their purchase. However, the company needs to come up with a way of communicating with its customers if and how their data is kept private. Moreover, the company has to find a way of enhancing their website so that the time taken to make purchases on the website is fastened even if many customers are working on the site. Furthermore, the company should find a way of limiting AdSense on-site as this may delay customer service. To foster their customer care services and increase uptake such services by customers, the company needs to inform clients clearly on the role and importance of customer care, and how to get the services on the website. Finally, the organization needs to include other items such as clothing and electronics, among others, so that they can make the site a one-stop shopping centre.

Conclusion

Digital marketing is the most effective and efficient mode of purchasing items in this era. Many people around the world are making purchases daily on the internet. It is, therefore, essential to assess user experience so that necessary adjustments could be made in meeting the desires of consumers. User experience analysis involves assessment of whether the site is convenient, time-saving, secure to the customer, and whether the features enhance user experience.

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