

EXPLORING THE IMPACT OF TECHNOLOGY ACCEPTANCE MODEL CONSTRUCTS ON CONSUMER BEHAVIOR IN SMEs: WITH A FOCUS ON E-MARKETING STRATEGIES³

In today's competitive digital landscape, where the Internet has become an integral part of people's daily lives, it is crucial to prioritize user experience and satisfaction, particularly when it comes to web pages. This study seeks to elucidate the importance of specific elements of the TAM model concerning user behaviour in the realm of web design. Using an exploratory approach, the study employed an anonymous questionnaire (utilizing a Likert scale) to gather data from website users. The research sample's adequacy was assessed using Cronbach's alpha and Kaiser-Meyer-Olkin (with 148 respondents), by identifying factors impacting user behaviour, such as website content quality (including the quality and availability of information), and design quality (including appearance, website findability, navigation, and access/usability). Additionally, the study investigated perceived usefulness, ease of use, and attitude toward website use. Pearson correlation coefficients were used to calculate values, and the lower triangle method was utilized to determine the resulting coefficient values. Analysis revealed that website usability and page orientation did not have a significant impact on actual website usage. The study outcome has produced a model that can determine the influence of specific factors on user behaviour concerning their overall user experience.

Keywords: TAM; Marketing; SME; Consumer behavior

JEL: D90; M15; M31; L86

1. Introduction

The Internet has drastically transformed human communication, with people relying heavily on it for various purposes. This paper discusses the competition between websites, where the more accessible and attractive it is, the more visitors it will have. Therefore, it is essential to consider various factors in creating or updating a website to make it as intuitive as possible for users. The advent of web technologies has revolutionized the way we use online tools in both the private and public sectors (Ying et al., 2021). This shift towards online tools has

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enabled businesses and organizations to operate more efficiently and reach a wider audience. With the increasing popularity of the internet, more and more people are using online tools for communication, shopping, education, and entertainment. In the private sector, businesses use online tools for marketing, sales, and customer support. In the government sector, online tools are used for citizen services, information dissemination, and e-governance initiatives.

With the continuous expansion of Internet usage, the importance of incorporating technology into various aspects of our lives has experienced a substantial surge. This exponential growth in Internet usage has ushered in a new era, in which the integration and utilization of technology has become paramount. As society has become increasingly interconnected and reliant on digital platforms, the significance of embracing and harnessing technological advancements has witnessed a remarkable upswing. The pervasive influence of technology has become irrefutable in almost every facet of our lives, from communication and commerce to education and entertainment. The rise of the Internet has opened up vast opportunities and possibilities, making it imperative for individuals, businesses, and organizations to adapt and leverage technology to remain relevant and competitive (Taherdoost, 2022). The transformative power of technology is evident in its ability to enhance efficiency and streamline processes and facilitate seamless connectivity across global networks. It has revolutionized the way we access information, interact with one another, and conduct day-to-day activities. Furthermore, the increased significance of technology is not limited to personal convenience or efficiency gains. It has also emerged as a catalyst for societal development and economic growth. Governments and institutions worldwide recognize the potential of technology to drive innovation, foster entrepreneurship, and create new avenues for employment. The digital economy has emerged as a dynamic and rapidly expanding sector, providing opportunities for start-ups, job seekers, and established businesses to thrive in a digitally interconnected world (Bazzoun, 2019; Narmanov, 2021).

The profound impact of technology is evident in sectors such as healthcare, transportation, finance, and entertainment, where advancements in fields such as artificial intelligence, data analytics, cloud computing, and the Internet of Things (IoT) have revolutionized traditional practices and unlocked novel possibilities. From telemedicine enabling remote healthcare access to smart cities optimizing urban infrastructure, technology has become an indispensable tool in solving complex challenges and shaping the future (Ramson et al., 2020). As the world becomes increasingly interconnected through the Internet, the significance of technology usage continues to increase. Embracing emerging technologies, fostering digital literacy, and encouraging innovation are crucial for individuals, businesses, and societies to thrive in this fast-evolving digital landscape. By harnessing the potential of technology, we can unlock new frontiers, drive sustainable development, and shape a brighter future for future generations (Sepashvili, 2020; Syamsuar et al., 2022).

While several models explain consumer behaviour, little research exists on the objectives of websites for acceptance and utilization. This study expands on Davis' work, incorporating additional variables like website content quality, design, usefulness, simplicity, attitude, and actual usage. Findings show that 3D websites are perceived as more complex and less engaging than conventional ones. This study explores how the Technology Acceptance Model constructs impact user behaviour in SMEs' e-marketing strategies. Understanding website objectives is crucial for shaping strategy, user behaviour, and platform success. It

sheds light on factors like usability, accessibility, relevance, interactivity, and user satisfaction. These goals help attract and retain visitors, drive outcomes, and align with audience expectations. Bridging the research gap aids in developing frameworks and guidelines for consumer behaviour and technology advancements (Al-Qeisi et al 2014; Alsokkar et al., 2023; Morales-Vargas et al., 2023). This endeavour enhances theoretical understanding and informs website design, content strategy, and digital marketing.

Expanding upon Davis's (1989) foundational research, the primary objective of this study is to enhance the comprehension of user behaviour through the integration of supplementary external factors. By incorporating variables such as the calibre of website content, website design, perceived utility, perceived simplicity, attitude towards website utilization, and tangible website usage, this research endeavours to establish a comprehensive framework for the analysis and prediction of favourable user perception. Through this holistic approach, a deeper understanding of user behaviour can be gained, leading to more accurate assessments and projections in the future. At the core of Davis's seminal Technology Acceptance Model (TAM) lie the fundamental aspects of perceived utility and perceived simplicity, serving as pivotal factors influencing users' embrace and integration of technology. However, this study recognizes the importance of considering additional factors that can influence user manners in the web context. By incorporating the quality of website content, this study acknowledges that the information and resources provided by a website play a crucial role in shaping users' perceptions. The relevance, accuracy, and comprehensiveness of content are considered important factors that contribute to users' perceived usefulness and overall satisfaction. Website design is another vital variable included in this study. It recognizes that the visual appeal, layout, and navigational structure of a website can significantly affect user behaviour. An aesthetically pleasing and user-friendly design can enhance user engagement, ease of use, and overall satisfaction (Kuo et al., 2023).

Perceived simplicity refers to users' perception of how easily they can navigate and interact with a website. By considering this variable, this study acknowledges that a website's user interface and interaction design can influence users' perception of simplicity, which in turn affects their attitudes and perceptions. Attitudes toward website use reflect users' overall evaluations and emotional responses to the website. This encompasses factors such as perceived enjoyment, trust, and satisfaction, which can shape users' attitudes and subsequently influence their buying manners (Lee et al., 2013; Kuo et al., 2023). Finally, the actual use of a website serves as an important variable in understanding user decision process and manner. By examining users' actual engagement and interactions with the website, this study aimed to capture their real-world conduct and assess the alignment between their intentions and actions. By integrating these additional variables into the research framework, this study endeavours to provide a more comprehensive understanding of user behaviour in the web context. It aims to explore the complex interplay between various external factors and their impact on user attitudes, intentions, and actual behaviour (Kuo et al., 2023). The findings from this study can contribute to the development of effective strategies for website design, content creation, and user engagement, ultimately promoting positive user habits and enhancing overall user experience.

Limitations: This study focuses on SMEs, limiting generalizability to larger corporations or different industries. Self-reported survey data may be subject to biases and inaccuracies.

Longitudinal studies and mixed-methods approaches would provide a more comprehensive understanding. External factors like market trends, technological advancements, and cultural differences may influence the findings. Caution should be exercised when applying these findings in other business settings.

Consumer behaviour can vary across cultural contexts, and SMEs operating in diverse regions or industries may face unique challenges and opportunities. Researchers should consider these contextual factors and explore their potential moderating effects to ensure the applicability of the findings across various contexts. By acknowledging these limitations, researchers can provide a more nuanced interpretation of the study's findings and guide future research in addressing these gaps. According to several authors, these limitations may include the following.

- **Sample Size and Representativeness:** Due to practical constraints, the study may rely on a limited sample size, which may restrict the generalizability of the results to a broader SME population. Efforts will be made to ensure diverse industry representations within the selected sample; however, caution should be exercised when extrapolating the findings to all SMEs (Adam, 2020).
- **Contextual Factors:** The study will be conducted within a specific geographical region or industry sector, which may introduce contextual biases. Findings may differ in different regions or industries; therefore, generalizability across diverse contexts should be approached with caution (Carli et al., 2019).
- **Self-Reported Measures:** Data collection for constructs such as perceived usefulness, perceived ease of use, and consumer behaviour relies on self-reported measures, which may be subject to response biases. The study will employ appropriate measures and statistical techniques to mitigate potential biases, but the inherent limitations of self-reported data should be acknowledged (Barata et al., 2023).
- **External Factors:** This study will primarily focus on the impact of TAM constructs on consumer behaviour within the context of e-marketing strategies. External factors such as market conditions, competitive landscape, and macroeconomic trends may influence consumer behaviour, but this may not be extensively explored in this study (Ross, Bibler-Zaidi, 2019).

Despite these limitations, this study endeavours to provide valuable insights into the relationship between technology acceptance and consumer behaviour within SMEs with a specific emphasis on e-marketing strategies. The findings are expected to contribute to the existing literature and provide practical implications for SMEs to enhance their digital marketing efforts to meet evolving consumer expectations in a technologically driven marketplace.

2. Literature Review and Hypothesis Development

In the contemporary realm of business, comprehending user behaviour is imperative for attaining triumph. User behaviour encompasses the myriad of actions undertaken by website

visitors, including clicking, scrolling, stumbling, and ultimately departing the page. The meticulous analysis of user behaviour empowers businesses to hone their products and secure a competitive edge. According to Arenas-Gaitán et al. (2019), a profound understanding of user behaviour serves as the cornerstone for developing an exceptional product and serves as a testament to effective company organization. It furnishes invaluable insights into the efficacy of a product or service and ensures that a business effectively caters to the diverse needs of its customers (Mival, Benyon, 2015).

User experience (UX) encapsulates every facet of the ultimate user engagement with an organization. A prime prerequisite for a commendable UX is fulfilling the customer's requirements and fostering a sense of ease and satisfaction. Additionally, a product and website should be simple and elegant, giving users a feeling of joy and satisfaction. User experience encompasses conventional usability benchmarks, such as effectiveness and manageability, along with non-goal-oriented or hedonic quality benchmarks, including inspiration, enjoyable interaction, novelty, emotional engagement, and aesthetics. This allows for a more detailed analysis of user experience (Bisset-Delgado, 2022).

UX is the field dedicated to orchestrating specific elements of the user interface, facilitating seamless user interactions. It entails the perception of user engagement with a business as a cohesive entity. UX revolves around crafting immersive experiences that transcend physical limitations. Emphasizing the refinement of visual aspects and optimizing the quality of customer interactions on websites is imperative for companies seeking to elevate the user experience (Bisset-Delgado, 2022). The relationship between various variables in web design, such as modern web technologies, is also a key area of focus for businesses and consumers (Mival, Benyon, 2015).

In recent years, the internet has become a powerful tool for organizations to connect with customers through various web applications that provide unique services and products. However, there is no consistent data on the attributes that influence user perceptions of website design. While some studies report conflicting results on website content, others emphasize the importance of creating a positive online atmosphere to facilitate transactions (Stolterman et al, 2008). Evaluating the effectiveness of websites necessitates encouraging users to spend extended periods of time on the platform, presenting a formidable task for website operators (Rabby et al., 2021). To address these challenges, researchers in the field of Human-Computer Interaction (HCI) have been studying user-centric interactive computer systems since the early '80s. This field focuses on building functions that have long-term effects on users, taking into account the various cognitive styles, learning preferences, and cultural differences of different users (Stolterman, Fors, 2008). HCI research also needs to keep up with rapidly changing user interface technology to continually gain new insights into user preferences. One major challenge for professionals in this field is designing interactive systems that work for millions of users while meeting the individual needs of each user. Technological acceptance is also an important factor in determining the success of any technology. While some individuals readily adopt new technology, others require specific factors to accept it. As such, various studies have been conducted to maximize the potential for technology adoption (Ahmeti, Zeqiri, 2022).

The Internet has empowered organizations with web applications to connect with customers and offer diverse services. Understanding factors that impact website success is crucial, but research provides inconsistent data. User engagement is vital for success metrics, and human-centric interactive computer systems prioritize tailored functionalities. New research is needed to understand evolving user preferences. Technological acceptance varies across sectors, and exploring basic factors can maximize adoption potential (Ahmeti, 2022). Due to technological changes, the internet has transformed, leading to the creation of web applications that provide customized services and enhance customer satisfaction (Bačik et al., 2021; Simionescu, 2021; Ahmeti, Prenaj, 2022). Understanding factors for website success is crucial, but consensus on impactful factors remains elusive. Optimizing performance metrics requires engaging users for extended periods (Belk et al., 2021; Ilyas et al., 2023). Designing captivating websites is essential, even if not all visits result in conversions (Shaouf, Lu, 2022).

Different types of traffic refer to the various sources or channels through which visitors arrive at a website. The success and effectiveness of a website are heavily influenced by the quality and quantity of traffic it receives. Understanding the different types of traffic and their impact is essential for optimizing website performance and achieving desired outcomes (Jason et al., 2017; Aversa et al., 2021)

- **Organic Traffic:** Organic traffic refers to visitors who arrive at a website through search engine results without any paid promotion. This is a valuable type of traffic because it indicates that the website's content, keywords, and SEO strategies are effective. Organic traffic is important for long-term sustainability, as it can generate consistent and relevant visitors who are actively searching for information or solutions related to the website's offerings.
- **Referral Traffic:** Referral traffic represents visitors who arrive at a website by clicking on a link from another website, social media platform, or online directory. Referrals can come from various sources such as blogs, news articles, social media posts, and online communities. This type of traffic helps expand the website's reach, increase brand awareness, and build credibility through third-party endorsements. Effective referral traffic can result in targeted visitors, who are more likely to engage and convert.
- **Direct Traffic:** Direct traffic refers to visitors who navigate directly to a website by typing its URL into the browser or using bookmarks. These individuals are familiar with the website, and its brand, or have previously visited and are returning. Direct traffic is often associated with loyal customers, repeat visitors, and those who have received offline recommendations. Building a strong brand, providing an exceptional user experience, and maintaining customer loyalty are essential for attracting and retaining direct traffic.
- **Paid Traffic:** Paid traffic involves visitors who land on a website through paid advertising campaigns such as search engine ads, display ads, social media ads, or influencer marketing. Paid traffic can provide immediate visibility and drive targeted visitors to the websites. It offers precise targeting options, allowing businesses to reach specific demographics or audiences interested in their products and services. However, the success of paid traffic depends on careful planning, effective ad targeting, compelling ad copies, and optimized landing pages to ensure a positive return on investment (ROI).

- **Social Traffic:** Social traffic represents visitors who arrive at a website through social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, or YouTube. This type of traffic is influenced by a website's social media presence, content, and engagement with the target audience. Social traffic is valuable for increasing brand exposure, promoting content, fostering community engagement, and driving conversion. To leverage social traffic effectively, websites should create engaging and shareable content, actively participate in social media discussions, and build strong social media platforms.
- **Campaign-specific Traffic:** Campaign-specific traffic refers to visitors who arrive at a website through specific marketing campaigns, promotions, or events. These campaigns include email marketing, affiliate marketing, influencer collaboration, contests, giveaways, and offline advertising. Campaign-specific traffic allows websites to track and measure the effectiveness of their marketing efforts, enabling them to optimize campaigns, improve targeting, and achieve specific goals, such as lead generation, sales, or brand awareness.

By understanding and leveraging different types of traffic, website owners and marketers can tailor their strategies to attract visitors, enhance the user experience, increase conversions, and ultimately achieve their business objectives.

Making its emergence in the early 1980s, Human-Computer Interaction (HCI) explores the domain of interactive computer systems centered around user experience (Booth, 1989). Its primary focus lies in constructing specific functionalities that yield enduring impacts on individuals (Dix, 2017). Initially rooted in computer science, encompassing cognitive science and ergonomics, HCI has evolved into a multidisciplinary field. A pivotal aspect within HCI pertains to the realization that diverse users harbour distinct conceptions, notions, and mental models regarding their interactions, as well as varying approaches to learning and retaining knowledge and skills (commonly referred to as "cognitive styles"). Moreover, cultural and national disparities also exert a momentous influence (Dua, Uddin, 2022).

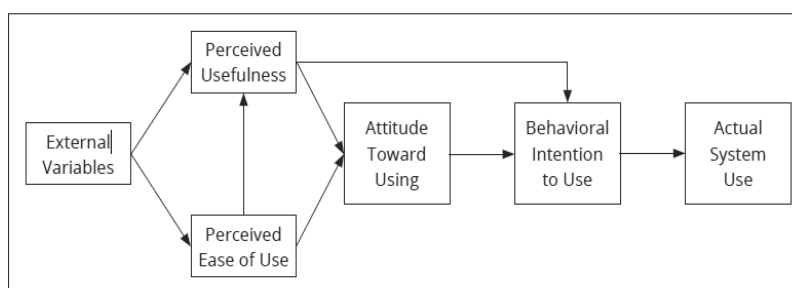
Within the realm of HCI design, an ever-evolving facet revolves around the swift advancement of user interface technology, unveiling novel interaction prospects that may elude previous research applications. Consequently, a perpetual pursuit of new investigations becomes imperative in order to glean valuable insights, particularly concerning user preferences (Nestor et al., 2020; Bocean-Vărzaru, 2022). Moreover, crafting interactive system designs poses a formidable challenge for professionals as they endeavour to create software that caters to the needs of millions of users (at the time of design), with a strong emphasis on ensuring the system effectively accommodates each individual user (Fischer et al., 2022).

The concept of technological acceptance pertains to the inclination to employ technology for task execution. Pantano and Di Pietro (2012) and Ebrahimi et al. (2022) propose that technology acceptance is a progressive process, with its degree fluctuating across different domains and sectors of human endeavours. Broadly speaking, it is acknowledged to evolve through five distinct stages: rudimentary, animal-driven, early motorization, full-fledged motorization, and automation. Nevertheless, not all individuals use technology daily. Therefore, researchers explore the fundamental factors that lead to technology acceptance. In other words, the reasons that affect users in the so-called approval process are significant.

Consequently, numerous investigations have been carried out to optimize the prospects of embracing technology (Balcerzak, Pietrzak, 2017; Nagy, Hajdú, 2022).

Davis introduced the Technology Acceptance Model (TAM) in 1989, which has since emerged as the predominant model for predicting the uptake of new technologies. Renowned for its cost-effectiveness, predictive capabilities, and robustness when compared to alternative models (Venkatesh, Davis, 2000; Nguyen, 2021), the TAM model holds immense value. In line with the TAM, two crucial factors exert substantial influence over an individual's adoption of novel technology: perceived utility and perceived user-friendliness. The former pertains to the user's belief in the technology's capability to facilitate goal attainment or improve effectiveness (Madininos et al., 2013). The latter pertains to the degree of ease with which the user thinks they can utilize and comprehend the technology.

Figure 1. Technology Acceptance Model-TAM



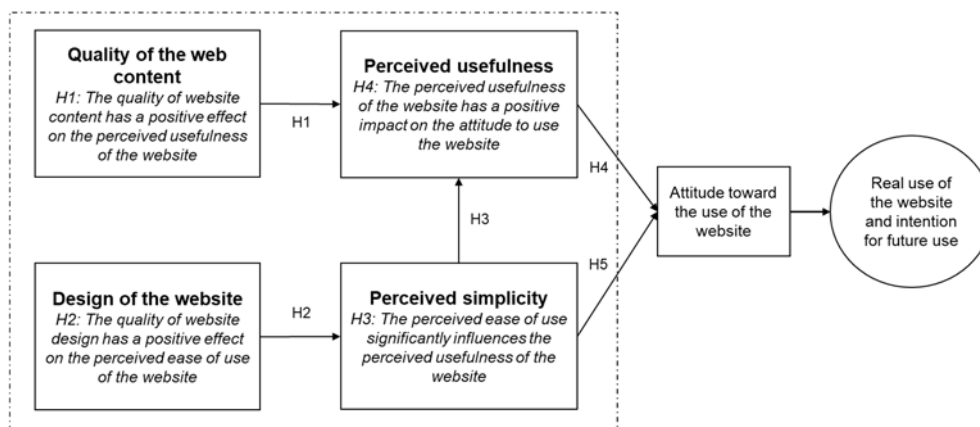
Source: adapted from Davis, 1989.

Within the TAM model, it is posited that these two factors exhibit a strong interconnectedness, culminating in their combined influence on the user's attitude and intention towards the technology at hand (Kapiton et al., 2022). The model has been widely used in research on technology acceptance and has been found to be effective in predicting user behaviour and adoption of new technology. One of the advantages of the TAM model is its simplicity and ease of use, which makes it a popular tool for researchers and practitioners. It is also flexible enough to be adapted to different contexts and technologies, allowing it to be applied in a wide range of settings. However, some critics argue that the TAM model does not take into account other important factors that can influence technology acceptance, such as social and cultural factors (Anantharaman, 2022). Despite this, the TAM model remains a widely used and influential framework for understanding user acceptance of new technology. Figure 1 demonstrates the aptness of this model in scrutinizing economic trends pertaining to the adoption of specific technologies.

Numerous scholars have devoted considerable effort to studying the acceptance and utilization of IT systems. Contemporary models in this domain showcase a shared structure featuring a dependent variable (e.g., usage intention or actual adoption) alongside a range of variables elucidating acceptance (Im et al., 2011). Significant contributions to this domain encompass the Theory of Reasoned Action (TRA), established by Fishbein and Ajzen in 1975, alongside the Theory of Planned Behaviour (TPB), formulated by Davis in 1989. Another noteworthy model widely acknowledged in research is the Technology Acceptance

Model (TAM), also introduced by Davis in 1989, also introduced by Davis in 1989, garners substantial recognition and frequent citation within the research community. This study aims to develop a model that identifies the impact of individual factors on user perception and the following hypotheses are developed (Figure 2).

Figure 2. Hypothesis development based on the TAM model



Source: prepared by authors.

Customer behaviour is a multifaceted field that examines the actions, preferences, and decision-making processes of individuals as they engage with products, services, and brands. It encompasses a wide range of factors, including psychological, social, cultural, and economic influences that shape how customers perceive, evaluate, and ultimately choose to interact with businesses. In the digital age, customer buying manners have evolved significantly with the rise of online shopping and increasing reliance on the Internet for various activities. Online customer behaviour refers specifically to the actions, attitudes, and preferences of consumers in the digital space. It encompasses online browsing, searching, purchasing, reviewing, and engaging with brands through various online channels and platforms.

Customer actions on websites are influenced by factors like design, functionality, content, usability, and user experience. Understanding customer behaviour is crucial for attracting, engaging, and retaining customers. Analysing website behaviour provides insights to enhance design and functionality. Metrics like click-through rates, bounce rates, conversion rates, and user paths help identify engaging elements, pain points, and drop-off points. This knowledge enables businesses to personalize marketing strategies and deliver targeted content and recommendations, enhancing customer satisfaction and increasing conversion rates. Customer behaviour on websites is tied to user experience (UX), which encompasses users' overall perception and satisfaction (Bisset Delgado, 2022). To improve behaviour, businesses must optimize their online presence through user testing, feedback collection, and analytics. Analysing customer habits helps businesses engage effectively, optimize user experience, and drive conversions. Understanding these interconnected aspects is crucial for delivering exceptional online experiences that exceed customer expectations.

3. Data and Methods

The research methodology employed in this study ensures a comprehensive examination of factors influencing website user behaviour and perception. An exploratory survey captured insights from diverse participants, including website users, visitors, and Internet users. The questionnaire was divided into demographic details and website perceptions, allowing for a nuanced understanding of user engagement. By validating various factors, this study uncovers underlying drivers of user behaviour and preferences. The comprehensive nature of the survey ensures that a wide range of variables is considered, providing a holistic view of the website's effectiveness and user satisfaction. The gathered data will be subjected to thorough statistical analysis, enabling researchers to identify correlations, trends, and patterns that shed light on the factors influencing users' perceptions and inclination to engage with the website. The research methodology employed in this study combines an exploratory survey, an anonymous electronic questionnaire, and a two-part structure to gather comprehensive insights into website user behaviour and perception. By considering demographic variables and validating various factors through statements, this study aims to provide a nuanced understanding of how users perceive and interact with a website, ultimately contributing to the enhancement of user experience and the optimization of website design and functionality.

To ensure the adequacy and reliability of the research sample, various statistical measures were employed to assess the collected data and its suitability for analysis. Essential evaluations, such as Cronbach's alpha and Kaiser-Meyer-Olkin, were used to gauge the internal consistency and reliability of the questionnaire items. These measures provide valuable insights into the quality and robustness of the data, enhancing the overall validity of the study, were employed to gauge the internal consistency and reliability of the questionnaire items (Hagger, 2019; Costales, 2022). These measures help determine the extent to which the items in the questionnaire measure the same underlying construct and provide an indication of the overall quality of the collected data. Additionally, the questionnaire design played a crucial role in capturing participants' opinions and perceptions regarding various aspects of the website. It consists of closed-ended questions that allow for standardized responses and employs a Likert scale that enables respondents to indicate their agreement levels on a five-point scale. This approach facilitates the measurement of subjective evaluations and provides a structured framework for participants to express their views on different elements of the website, such as usability, design, functionality, and the overall user experience. By incorporating closed questions and a Likert scale, the questionnaire provided a comprehensive and nuanced understanding of users' opinions and perceptions. It allows participants to provide detailed feedback on specific aspects of the website, enabling researchers to gain insights into the strengths and weaknesses of the website from users' perspectives. This information is crucial for identifying areas of improvement and optimizing a website's design, content, and functionality to enhance user satisfaction and engagement. Furthermore, the Likert scale used in the questionnaire offered a broader range of response options, enabling participants to express their opinions with varying degrees of agreement or disagreement. This approach captures the complexity of users' perceptions, allowing for a more nuanced analysis of their attitudes toward the website.

The scale also provides researchers with the ability to identify trends and patterns in user responses, facilitating the identification of key factors that influence user behaviour and

inclination to engage with the website. Overall, by incorporating statistical measures like Cronbach's alpha and Kaiser-Meyer-Olkin, as well as employing closed-ended questions and a Likert scale in the questionnaire construction, the research sample's sufficiency and reliability were ensured. This comprehensive approach facilitated a thorough comprehension of users' viewpoints and assessments regarding the website. These measures contribute to the robustness of the study's findings and provide valuable insights for improving a website's design and functionality to meet users' needs and preferences effectively.

The hypotheses were subjected to thorough and rigorous testing using a combination of mathematical and statistical evaluation methods within the "R Studio" program. This powerful software tool equips researchers with the capability to calculate Pearson correlation coefficients by generating an extensive correlation matrix. This invaluable tool enables the exploration and analysis of the relationships and associations between variables, providing valuable insights into the interdependencies within the dataset. By leveraging this software, researchers can uncover meaningful patterns and trends, further enhancing their understanding of the data and facilitating informed decision-making. By analysing the correlations among the variables of interest, researchers can gain valuable insights into the relationships and associations between different factors related to website perception and user behaviour. This statistical analysis helps uncover patterns, trends, and potential causal relationships, providing a robust foundation for drawing meaningful conclusions and making evidence-based interpretations of the study findings. The research sample consisted of 195 respondents representing a diverse range of individuals who interacted with the specific website under investigation. From this larger sample, a final survey sample of 148 participants was selected to ensure an appropriate representation of the target population. Proportionally stratified sampling techniques were employed within the geographical region of Kosovo. This approach ensures that the sample includes individuals from various demographic groups and geographical areas, thus enhancing the generalizability and external validity of the study findings. The process of data collection relies on the collection of personal information from participants, which serves as the primary source of data for the survey.

It is important to note that the collection of personal data is conducted in a manner that guarantees the confidentiality and anonymity of the respondents. Strict privacy measures and ethical considerations were implemented to protect the participants' sensitive information and ensure their willingness to provide accurate and honest responses. By employing personal data collection, this study aims to capture the rich and diverse perspectives of participants, enabling researchers to gain a comprehensive understanding of their perceptions and preferences related to a specific website. This approach allows for a deeper exploration of the factors influencing user behaviour and inclination to engage with the website while also ensuring that the findings are grounded in the real experiences and insights of the participants. Furthermore, the study employed rigorous mathematical and statistical evaluation techniques to test the research hypotheses, utilized proportionally stratified sampling to ensure a representative sample and employed personal data collection to gather valuable insights from the participants. These methodological approaches contribute to the validity, reliability, and robustness of the study findings, enabling researchers to draw meaningful conclusions, provide evidence-based recommendations for website optimization, and enhance user experience.

The structured questionnaire employed in the survey assessed various aspects of website quality, including website design, findability, navigation, accessibility, and usefulness. Each aspect is evaluated using a set of specific items. For instance, website design was measured using five items: findability with four items, navigation with three items, accessibility with four items, and usefulness with one item. In addition, the user's perceived ease of utilizing the website was evaluated using three statements. The quality of the information provided on the website and the user's perceived accessibility of information were assessed through five and three statements, respectively, contributing to the overall evaluation of the website's content quality. The study takes a comprehensive approach, allowing for a detailed assessment of the factors that impact the user's experience while browsing the website. By gathering data through a structured questionnaire and employing statistical analyses, this study aimed to provide valuable insights into users' perceptions, preferences, and experiences concerning website design and usability. The findings of this research will contribute to a better understanding of the factors that influence user behaviour and can guide website developers and designers in enhancing user experience and optimizing their websites.

The measurement of consistency and reliability plays a crucial role in research, and in this study, it is assessed using values ranging from 0 to 1. When the obtained value exceeded 0.7, it indicated a high level of reliability and consistency in the data. This threshold is important for ensuring that the findings and conclusions drawn from the analysis are robust and dependable. To further explore the relationships between variables, Pearson correlation analysis was conducted, utilizing the coefficient "r" to quantify the strength and direction of the associations. The "r" coefficient encompasses a range from -1 to 1, where negative values indicate a reverse relationship, positive values denote a direct relationship, and values closer to 0 represent a feeble or insignificant relationship. Employing the lower-triangle technique, the resultant correlation coefficient matrix was derived, presenting a comprehensive panorama of the interdependencies among the examined variables.

The utilization of the Pearson correlation analysis and lower triangle method allows for a thorough examination of the associations between variables, offering insights into the patterns and dynamics within the dataset. By examining the magnitude and direction of the correlation coefficients, researchers can identify significant relationships and uncover valuable information regarding the interdependencies of variables. This statistical approach provides a quantitative basis for understanding the strength of associations and their potential implications for the research objectives. Furthermore, the Pearson correlation analysis enables researchers to explore the extent to which variables are related, helping to uncover hidden patterns and potential causal relationships. By examining the entire correlation coefficient matrix, the interplay between different variables can be comprehensively and systematically examined, providing a more nuanced understanding of the underlying dynamics within the dataset. The values obtained from assessing consistency and reliability served as a foundation for the validity and robustness of the research. The subsequent Pearson correlation analysis, utilizing the coefficient "r" and the lower triangle method, added depth and richness to the findings by quantifying the strength and direction of the relationships between the variables. This statistical approach enhances the comprehensiveness of the research and enables researchers to uncover meaningful insights and draw reliable conclusions based on the data.

4. Results

The initial aspect examined in the research was the value of the website's content. The quality of information (QI) was evaluated using a set of five items, while the accessibility of information (AI) was assessed using a group of three items. The following statements were utilized to gauge the standard of information presented on the website:

- QoI1: The expected information was found on the website.
- QoI2: The website provides relevant business/institution-related information.
- QoI3: The information on the website is updated regularly.
- QoI4: The information on the website is reliable.
- QoI5: All necessary information and documents are available on the website.

Respondents had a positive perception of website content quality, with most responses indicating agreement with the statements. QoI2 had the highest positive response rate among all factors surveyed, with 66.74% of respondents indicating satisfaction. Figure 3 displays the responses for the quality of information factor.

The following items were used to assess the availability of information on the website (Figure 4):

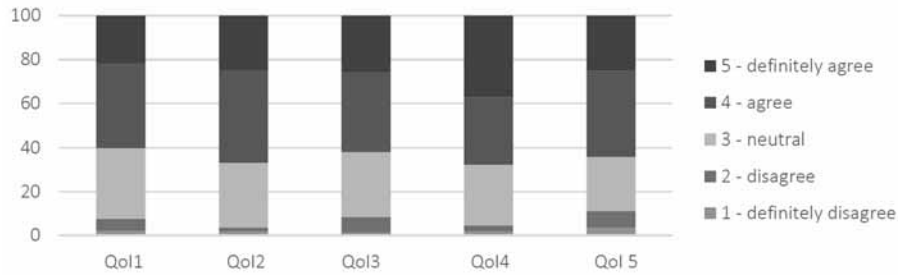
- AoI1: Finding the required information on the website is easy.
- AoI2: The website features useful links and connects to other relevant websites.
- AoI3: The website provides quick and convenient access to information.

According to the study, respondents had positive attitudes towards the availability of information on the website in these specific areas of interest, with the highest response rates recorded for answers 3 and 4. The most positive response rate (55.75%) was recorded for AI3, indicating that respondents perceived the website to offer quick and easy access to information.

The perceived appearance of the website was assessed using the following statements:

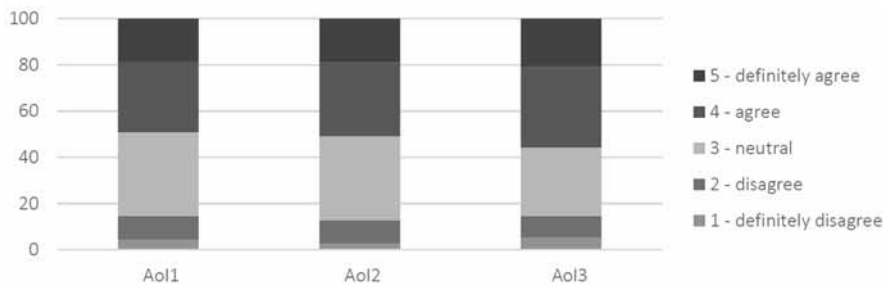
- WAP1: The website has an attractive appearance.
- WAP2: Appropriate colours and fonts are used on the website.
- WAP3: Appropriate multimedia elements are used on the website.
- WAP4: The website is clear and easy to understand.
- WAP5: The website is accessible and visible on mobile devices.

Figure 3. Factor related to the quality of information



Source: prepared by authors.

Figure 4. The factor of Information Accessibility



Source: prepared by authors.

The findings of the website design are quite promising. Users find the website attractive, with suitable colour schemes, font types, and multimedia elements. WAP2 received the most positive feedback with 66.10% of users finding the design appealing. However, WAP4 received the most negative feedback (17.03 %) due to the website's lack of transparency and comprehensibility. The study also showed that users found the website easy to locate on the internet (WF1) with 44.92% of respondents fully agreeing. The users' perception of the website's navigation was predominantly positive, with the highest level of positive responses (63.85%) observed for N2. Conversely, when it came to the location of the search window, the majority of negative responses (24.21%) were reported for WN3.

Table 1. Website Discoverability Factor

Findability of the website (WF)	Definitely disagree (%)	Rather disagree (%)	Neutral attitude (%)	Rather agree (%)	Definitely agree (%)
WF1	0.68%	1.35%	24.32%	29.05%	44.59%
	1	2	36	43	66
WF2	1.35%	3.38%	25.68%	38.51%	31.08%
	2	5	38	57	46
WF3	3.38%	10.81%	39.19%	36.49%	10.14%
	5	16	58	54	15
WF4	4.05%	6.76%	33.11%	31.76%	24.32%
	6	10	49	47	36

Source: prepared by authors.

Table 2. Website Navigation Factor

Navigation of the website (WN)	Definitely disagree (%)	Rather disagree (%)	Neutral attitude (%)	Rather agree (%)	Definitely agree (%)
WN1	2.03%	9.46%	29.05%	34.46%	25.00%
	3	14	43	51	37
WN2	3.38%	8.78%	24.32%	35.81%	27.70%
	5	13	36	53	41
WN3	13.51%	10.81%	25.68%	27.70%	22.30%
	20	16	38	41	33

Source: prepared by authors.

Table 3. Website Accessibility and Usability Factors

Accessibility and usability of the website (WAU)	Definitely disagree (%)	Rather disagree (%)	Neutral attitude (%)	Rather agree (%)	Definitely agree (%)
WAU1	12.16%	14.86%	25.68%	29.05%	18.24%
	18	22	38	43	27
WAU2	11.49%	19.59%	25.68%	25.00%	18.24%
	17	29	38	37	27
WAU3	10.14%	14.86%	16.89%	19.59%	38.51%
	15	22	25	29	57
WAU4	1.35%	3.38%	20.95%	37.16%	37.16%
	2	5	31	55	55

Source: prepared by authors.

Regarding the accessibility and usability of the website, users were generally positive. WAU4 received the most agreement, indicating that there were no unnecessary reports or warnings. However, WAU2 received the most negative feedback (31.10 %), indicating that users found unnecessary and non-functioning links on the page (Table 4). In general, users express high satisfaction with the website's navigation, as it allows for easy exploration, efficient retrieval of vital information, and quick access to the necessary content. This positive feedback highlights the website's simplicity and convenience.

Table 4. Perceived Utility Factor Table

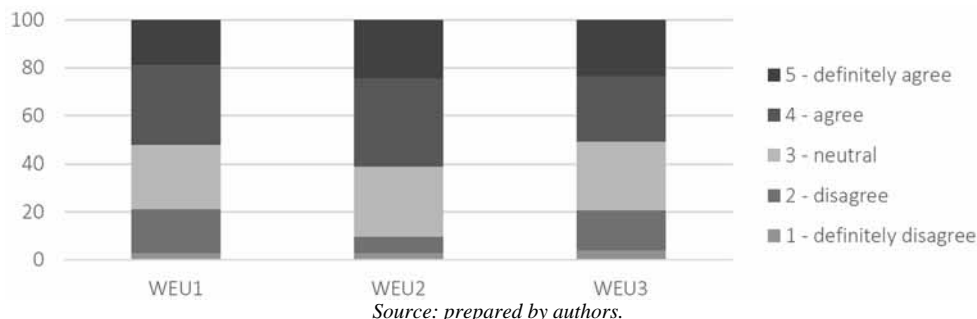
The usefulness of the website (USE)	Definitely disagree (%)	Rather disagree (%)	Neutral attitude (%)	Rather agree (%)	Definitely agree (%)
USE1	2.03%	16.89%	18.92%	28.38%	33.78%
	3	25	28	42	50

Source: prepared by authors

The primary objective of the study was to assess how users perceive a specific website concerning their inclination to use it, perceived utility, and perceived ease of use. Based on the findings, it can be concluded that website designers and developers should pay close attention to user feedback and continue to improve their websites to meet the evolving needs and expectations of users. Additionally, it is crucial to consider the perspectives of users with diverse backgrounds and demographics to ensure that the website is accessible and user-friendly for a broad range of individuals. Incorporating user-centered design principles, such

as conducting user research and usability testing, can also aid in creating a positive user experience and fostering user engagement. Ultimately, a user-centric approach to website design and development can lead to increased user satisfaction, engagement, and loyalty. Regarding the aspect of the perception of ease of use (PEU), users expressed a strong appreciation for the website's user-friendly nature, as demonstrated by the substantial number of positive responses received for the PEU2 statement. A significant proportion of approximately 60.96% of users confirmed the website's seamless navigation, highlighting its intuitive design and high level of usability (refer to Figure 5). This positive feedback underscores the website's effectiveness in providing a hassle-free and intuitive user experience.

Figure 5. The factor of perceived simplicity



To further evaluate the hypotheses, the study used statistical methods such as Cronbach's alpha and Pearson correlation analysis. The reliability of the sample was monitored using Cronbach's alpha, which measures the dependence between items and indicates high consistency and reliability when the coefficient is 0.7 or higher. The study employed Pearson correlation analysis to calculate the correlation coefficient among the variables, yielding valuable insights into their relationships and dependencies.

Overall, the study provides valuable insights into how users perceive the website and their attitudes toward its use. By understanding these factors, website designers and developers can improve the website's usability and user experience, ultimately leading to increased user engagement and satisfaction.

Table 5. The Factor of the Attitude towards the Utilization of the Selected Website

Attitude to use the website (WATT)	Almost never (%)	Rarely (%)	Neutral attitude (%)	Often (%)	Very often (%)
WATT1	6.08%	19.59%	30.41%	18.24%	25.68%
	9	29	45	27	38

Source: prepared by authors

Table 6. Quality Factor of Website Content

	QoI1	QoI2	QoI3	QoI4	QoI5	AoI1	AoI2	AoI3
QoI1	1							
QoI2	0.4209	1						
QoI3	0.3430	0.3290	1					
QoI4	0.3984	0.4261	0.3972	1				
QoI5	0.4460	0.3439	0.3699	0.3230	1			
AoI1	0.4101	0.3269	0.3899	0.2899	0.4991	1		
AoI2	0.4329	0.2729	0.3921	0.2761	0.3750	0.4821	1	
AoI3	0.4151	0.3701	0.3841	0.2570	0.4301	0.5760	0.5491	1

Source: prepared by authors

To ensure the trustworthiness and accessibility of information on the website, the study initially examined the reliability and consistency of the content quality factor by utilizing Cronbach's alpha. The resulting value of 0.84001 indicates a commendable level of internal consistency and reliability in the responses pertaining to this particular factor. Additionally, a comprehensive Pearson correlation analysis was performed using the lower triangle method to establish the correlation coefficient between the content quality factor and the availability of information factor. Table 6 provides an overview of the correlation observed between the content quality questions (QoI 1 to 5) and the information availability questions (AoI 1 to 3).

5. Discussion

One of the hypotheses tested in the study was the connection between the quality of website content and users' perceived usefulness of the website. The findings of the study revealed a robust correlation between the excellence of website content and users' perception of its utility, suggesting that augmenting content quality can significantly influence users' overall experience and satisfaction. This underscores the importance of prioritizing content development and ensuring its relevance and value to users. By focusing on improving the quality of website content, organizations can effectively enhance user engagement and promote positive user behaviours. However, for AoI2, there was a minimal correlation between the provision of valuable information and users' perception of the website's usefulness. This finding highlights the need for further investigation into the factors that influence users' perceptions in different areas of interest on a website. Moreover, the investigation encompassed an exploration of the design quality factor, encompassing aspects such as the website's arrangement, discoverability, navigation, and accessibility. Although the correlation coefficients generally displayed a range of low to moderate values, signifying a certain degree of interdependence among the variables under scrutiny, a noteworthy finding emerged regarding the strong association between website orientation and the perception of simplicity.

The results of the study also showed that the perceived simplicity of use (WEU) is a critical factor affecting user attitude to use (WATT). Users who expressed a positive perception of the website's ease of use and navigation exhibited a more favourable inclination towards engaging with the website. Furthermore, the study revealed that users' perception of website

accessibility and findability significantly affects the quality of their experience. Websites that offer swift and convenient information access, and are easy to navigate, are likely to enhance user satisfaction and provide a positive experience. In general, this study provides valuable information regarding the factors that affect user experience with websites and emphasizes the significance of focusing on website design, content, and navigation to ensure a positive user experience. These insights can be utilized to enhance website design and optimize the user experience to boost user satisfaction and engagement.

Table 7. Evaluation of statistical analysis

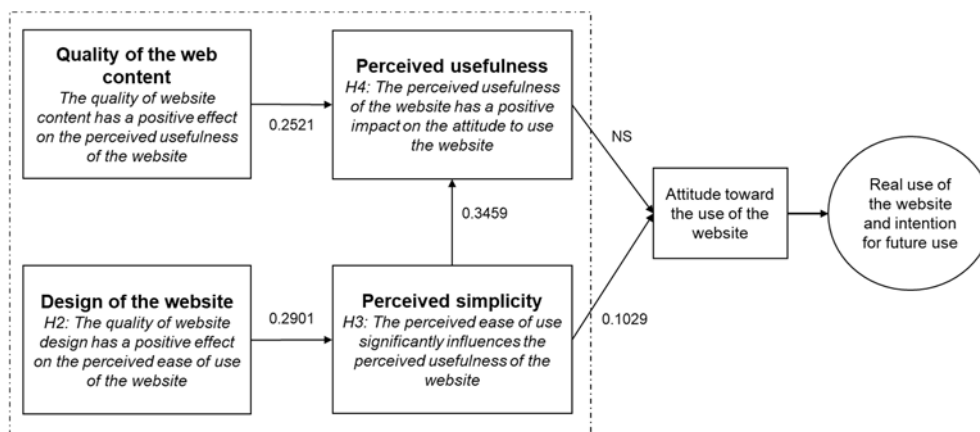
Hypothesis	Examined factors	Coefficient value	Result
H1	QoI, AoI > USE	0.2521	Accepting H1
H2	WAP, WF, WN, WAU > WEU	0.2901	Accepting H2
H3	USE > WEU	0.3459	Accepting H3
H4	USE > WATT	Not significant	Rejecting H4
H5	WEU > WATT	0.1029	Accepting H5

Source: prepared by authors

H5 compared the factors of perceived simplicity and attitude to use by measuring website frequency of use. The research discovered that there was no correlation between the WEU1 and WEU2 variables and the user's inclination to use the website. Consequently, the study proposes that user-friendliness and page alignment do not have a substantial impact on the website's actual usage. These conclusions are displayed in Table 7.

The study explores the various factors that impact a user's experience while browsing websites. The identified individual factors have been formulated based on a customized model of user experience, which is an evolved rendition of Davis' TAM model. The proposed factors encompass page content quality, comprising two distinct variables: information quality and information availability on the website. The website design factor has been further divided into variables such as appearance, findability, accessibility, usability, and navigation on the website.

Figure 6. Results of Hypothesis Based on the research model



Source: prepared by authors.

The study's outcomes led to the proposal of a user experience model that considers various factors contributing to a favourable user experience. Expanding on Davis's (1989) technology acceptance model, the proposed model incorporates crucial factors like perceived utility, ease of use, user attitude, website layout, content quality, navigation, accessibility, and findability. By considering these factors, the model provides a comprehensive evaluation of the elements that influence user experience on a website. This proposed model can aid developers and designers in understanding the significance of these factors and how they influence user perception and behaviour. It can also serve as a framework for future research on website design and user experience. By assimilating the knowledge acquired from this study and other pertinent research endeavours, the proposed model possesses the potential to enrich the development of supplementary websites that are both efficacious and user-centric.

6. Conclusion

This study sought to delve into the influence of diverse factors on user experience within the web domain. In an increasingly competitive market, even minute details of a product can have a substantial impact on user interaction. By exploring the interplay between user behaviour and their perception of web pages' utility and user-friendliness, this research aimed to augment the existing comprehension of the Technology Acceptance Model (TAM) and contribute to its advancement. TAM is a widely recognized model that is commonly used to predict the adoption of new technologies. It is known for its cost-effectiveness, predictability, and resilience when compared to other models (Venkatesh & Davis, 2000; Nguyen, 2021). The findings shed light on the factors that influence the user experience when browsing websites, highlighting the significance of paying close attention to website design, content, and navigation to create a positive user experience. Moreover, the study suggested that improving website usability could lead to an increase in the frequency of website usage, indicating the potential benefits of optimizing the user experience. The outcomes of this investigation yield significant insights that can be utilized to optimize website design and enhance user engagement and satisfaction. The objective of this study was to build upon prior research in the domain and contribute to a broader understanding of user behaviour and experience. The consistent outcomes substantiated the influence of perceived simplicity, emphasizing the significance of prioritizing website aesthetics, navigation, accessibility, and usability to enrich the overall user experience. The study also revealed that a majority of users positively rated the website content quality and accessibility, with more than half of the respondents expressing a positive attitude towards the ease of finding relevant information. Moreover, the research indicated that enhancing website navigability might result in a rise in the frequency of website utilization.

The website was considered to have appropriate colours and fonts by 66.10% of the respondents, indicating a positive response. A considerable percentage of 44.59% of the participants agreed that they could easily locate the website on the Internet. Therefore, implementing the given suggestions can lead to an increase in the website's traffic. While the influence of content quality on perceived usefulness was not confirmed, it is still recommended to focus on enhancing website quality as it plays a vital role in an online search.

Nonetheless, there are certain constraints that must be recognized in this study. As with other cross-sectional studies based on questionnaires, the results cannot prove causality. Additionally, the study was conducted on a selected website, which may limit the generalization of the findings to other industries, technologies, or countries. Despite these limitations, the research yields significant contributions to identifying the variables that may affect user experience in web design, and these results can be used to enhance website development and design. In spite of the significance of the constraints mentioned earlier, it is vital to stress that the investigation centered on a specific group of respondents, implying that the findings may not be applicable to other circumstances or demographics. Additionally, it is reasonable to assume that different clusters of users may have varying preferences and expectations regarding website layout and information.

Furthermore, it is worth noting that this study had certain limitations, including a relatively small sample size and a specific website being used as the subject of the investigation. Therefore, the generalizability of the findings to other websites or populations may be limited, and further research is required to establish the external validity of the study. In addition, although this study primarily centered on perceived usefulness and perceived simplicity, there exist other pivotal factors that wield influence over user behaviour, including trust, satisfaction, and emotional reactions towards the website. Future research endeavours should take these factors into account to attain a more comprehensive grasp of user experience within the web domain.

Despite these limitations, the study provides valuable insights into the factors that can influence user experience with websites. By paying close attention to website design and usability, businesses and organizations can enhance user satisfaction and increase the likelihood of repeat visits and continued use. Future research in this area could explore the impact of additional factors on user experience, such as the influence of social media and online communities, as well as the impact of cultural and demographic differences on user preferences and expectations. Additionally, longitudinal studies could provide a more comprehensive understanding of how user experience evolves over time and how it is influenced by changes in technology and user behaviour.

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