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**| RESEARCH ARTICLE**

## **Understanding the Influence of Mobile Interface of Shopee and Lazada on Customer Conversion**

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**| ABSTRACT**

Mobile commerce is an industry that has rapidly grown in value over the years. Fewer customers now use their mobile devices only as a single functioning unit, expanding their purpose even to shopping. Despite its increasing popularity, recent literature reviews did not reveal a definitive study on m-commerce app interface quality and its relation to customer conversion. This paper aims to understand the influence of mobile interface on customer conversion by examining the top 2 e-commerce apps in the Philippines – Shopee and Lazada. The Regression analysis method is applied in determining relationships between variables. From a total of 385 participants, results show that dimensions of the mobile interface (visual appeal, layout quality, information quality) influence credibility and usability, except for in-app banners, which has a negligible effect on customers. The study has also found that all aspects of mobile interface positively influence customer conversion. On top of that, the researchers have also taken steps to discover that perceived trust and ease of use greatly affect customer conversion. Hence, when a customer finds an e-commerce platform to be trustworthy and user-friendly, the more they will be likely to purchase a product.

**| KEYWORDS**

Mobile Interface, E-commerce, Customer Conversion, Visual Appeal, Layout Quality, In-app Banners, Information Quality

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### **1. Introduction**

In the past decade, the world has observed a notable behavioral change when it comes to shopping. More people today tend to purchase products through their mobile devices more than ever. Fewer customers globally use their mobile devices only as a single functioning unit, expanding its purpose to entertainment, productivity, and even shopping. Mobile commerce, or m-commerce, refers to business activities conducted through mobile devices powered by internet connectivity (Sarkar et al., 2020). This industry has rapidly grown in value over the years, supported by the expanding number of m-commerce service providers and increasing interest from consumers worldwide.

Mobile e-commerce has started to dominate the world of online shopping in many countries within Asia. In fact, one of the fastest-developing e-commerce markets in Asia is the Philippines, and it is expected to skip mass desktop adoption before mobile devices, making it one of the most predominant m-trade countries in Asia's internet business scene (Yatprom, 2020). Euromonitor (2022) has reported a 48% increase in e-commerce retail value sales in the country in 2021, amounting to PHP210 billion. Furthermore, it is experiencing a continuous surge due to the COVID-19 pandemic in 2020, with many retailers focusing on simplifying the shopping process with easy payment methods and exclusive app offers. Given the data, it is evident that Filipinos are beginning to embrace the industry by becoming more adaptive to the latest technology. Statista (2021) reports a number of 55.8 million e-commerce users in the Philippines by 2025.

As mobile devices grow faster than desktop computers today, it is essential to constantly research the best principles of effective user interface and evaluate its implementations (Paskevicius, 2016). According to Adobe Retail Team (2019), the interface of a mobile e-commerce application is the information system displaying retail stores to online customers. It serves as the primary interaction between customers and retailers, thus creating an impulse for decision-making. An excellent interface allows customers to navigate the platform freely, giving them a friendly and enjoyable shopping experience (Gove & Mirza, 2015). User experience on shopping platforms should be enjoyable as it helps the customers satisfy their needs of looking for the products they want to purchase. Today, with the rising popularity of mobile e-commerce applications, it would be helpful to understand how interface quality in mobile devices influences customers.

### **1.1. Rationale**

The user interface of mobile e-commerce platforms acts as the channel that links retailers to online shoppers. Customers search through their mobile phones, evaluate their choices, check out, and pay for the chosen products/services. Serving as a primary interaction between customers and retailers, therefore, it can be a retailer's significant source of competitive advantage. Since the interface is the visible portion of virtual shopping stores, it acts as a stimulus for customers to find their target information and expedite decision-making quickly. Thus, it is imperative to understand the mobile app interface of e-commerce platforms to facilitate online transactions effectively. Despite the increasing popularity of shopping online, some literature reviews did not reveal a definitive study on mobile shopping app interface quality and its relation to actual customer conversion. In the previous years, many studies have explored different aspects of e-commerce and the emergence of digital technologies as they have found their way into the business industry. Most studies connected with this research have tackled user experience (UX) and its relation to purchasing intention, and many have focused on website setting. Few have looked at consumer perception concerning interface quality on mobile phones and its effect on customer conversion. The published studies and articles have certain similarities and differences that have contributed to the body of knowledge. However, little is known whether the interface quality of a mobile shopping application directly impacts purchase intention and customer conversion, especially for Filipino m-commerce app users.

To fill the gap, this paper will explore a more comprehensive facet. This study aims to understand the influence of mobile interface on customer conversion by examining the top 2 e-commerce apps in the Philippines – Shopee and Lazada. In this study, the researchers will explore four dimensions of mobile interface: (1) visual appeal, (2) layout quality, (3) information quality, and (4) in-app banners. It also aims to explore whether mobile interface affects perceived ease of use, perceived trust, and customer conversion among mobile shopping app customers. Lastly, it seeks to understand the relationship between both perceived trust and perceived ease of use and customer conversion in the online setting.

## **2. Literature review**

### **2.1. Mobile Interface**

Heon-Sik, J. (2015) described user interface (UI) as "a system and a user interacting with each other through commands or techniques to operate the system, input data, and use the contents." Given this definition, the mobile shopping app user interface interacts with a system and a user in mobile shopping applications.

A mobile application must be designed and developed concerning user technological ability, skills, and language proficiency (Ali et al., 2014). An excellent e-commerce interface will attract and allow a customer to continue exploring the website, which will improve the customer experience of a user and eventually increase the likelihood of purchasing a product. Past studies of shopping websites have found that interface quality has an impact on the e-impulse buying of mobile shopping app users in the online environment (e.g. Retno et al., 2019; Poddar et al., 2009). However, Patel et al. (2020) assert that app interface quality has little impact on purchase intention.

### **2.2. Dimensions of Mobile Interface**

According to previous studies on website quality (e.g., Ho et al., 2011, Patel et al., 2020), a website interface is viewed as a multi-dimensional concept. Thus, the interface quality of a shopping app can be applied to comprise multiple dimensions such as layout quality, visual appeal, information quality, and in-app banners.

#### **2.2.1 Visual appeal**

The visual appeal of an e-commerce app interface can pertain to different factors like graphics, background color, icons, animations, and images. Minick J. (2018) asserts that a good design communicates care, competency, and credibility, while a poor design triggers apprehension. According to research on websites conducted by Lindgaard et al. (2006), visitors can instantly decide which homepages they like or dislike within 50 milliseconds. When customers are offered a high level of quality websites, they can better use the commerce platform through interactions using the available information (Shaouf et al., 2016). Moreover, both studies from Huang (2016) and Visinescu et al. (2015) revealed that visual appeal quality is one of the multitude pieces of evidence

that increases the likelihood of a customer's impulse purchase online. However, according to McDowell et al. (2016), web design features account for the variance in conversion rate among customers only to a partial extent.

In developing mobile trust, website design elements should be applied in mobile commerce as it helps the customers to interact with the platform (Nilashi et al., 2018). Therefore, a mobile website and its content may also have a significant role in attracting customers and gaining their trust.

### **2.2.2 Layout quality**

The layout of an e-commerce platform is a massive part of an app design. It facilitates the self-directed movements of customers and can influence one's efficient behavior and movement. Its task is to help consumers find products easily and quickly complete their shopping tasks. Quality, on the other hand, is defined by (Macdonald et al., 2016) as perceived excellence or superiority of an entity". Combining these ideas, layout quality refers to a superior design that helps people achieve their shopping tasks. Patel et al. (2020) suggest that layout quality is a part of a shopping app that should be easy to navigate and user-friendly. These characteristics of layout quality will allow shoppers to easily see the information that they want from a product they prefer. Moreover, it is also a part of an interface design that provides cues to customers to purchase a product from an online store.

An e-commerce platform needs to analyze the usability and functionality of the system by using evolutionary methods and other approaches (Jankowski, 2013). The layout should also be natural and harmonic to the human eye (Yalanska, 2020). Eye-tensing color combinations, unreadable or not combining fonts, aggressive background, or animations can worsen the experience of a user, thus making them stay away from the app. A good appearance and layout quality can take its customers to their desired destination with a minimum number of movements through the app (Yang, 2016). Therefore, layout quality should be able and willing to help its target audience. Previous studies have also suggested a positive influence of the app's layout when we are talking about the customers' behavior in the context of online shopping (McLean et al., 2018; Krasnikolakis et al., 2018).

### **2.2.3 In-app Banners**

In-app banners refer to the pop-up messages and banners found within mobile e-commerce applications. In an experimental study by Zha, W. & Wu, H. (2014), it was said that the pop-up ads bother and disrupt customers. Pop-up advertisements, animated ads, and flashing ads, according to other research, also attract unwanted attention. In addition, Galvan et al. (2015) indicate that visible advertisements, such as pop-up ads and animated ads, are considered suspicious when they inhibit a person from performing their primary task. On the contrary, past studies (e.g., Cheung, 2017; Sigurdsson et al., 2017) have shown that participants engaged with trustworthy and credible advertisements tend to have a more positive attitude towards a brand. Moreover, a study by Avcilar et al. (2018) has shown that a user's attitude and perception toward mobile applications have favorable effects on the acceptance of in-app mobile advertising.

### **2.2.4 Information quality**

In e-commerce retailing activities, consumers obtain mobile app information to make online purchases. This information must generate relevant and accurate content on the site. According to Gu et al. (2007), insufficient information quality may be distracting, increasing customers' information search and processing costs.

In an online environment, information quality plays a critical role in enabling online consumers' purchase decisions without an opportunity to interact with products online physically (Wixom & Todd, 2005). If the information provided by e-commerce platforms is inaccurate, insufficient, incomplete, or irrelevant, consumers may doubt the credibility and integrity of the e-commerce apps (Yang, 2016). Moreover, Putri & Pujani (2019) assert that consumers rely on descriptions and photos to understand products; therefore, information quality significantly affects a customer's perceived value towards an e-commerce brand.

*H1. Mobile interface positively affects perceived ease of use*

*H2. Mobile interface positively affects perceived trust*

*H3. Mobile interface positively affects customer conversion*

## **2.3. Perceived ease of use**

Perceived ease of use, in the sense of information technology, is described as a belief that the usage of information technology can be comprehensible and utilized in reducing one's effort in both time and technology to learn its use simultaneously. Past studies (e.g., Oentario et al., 2017; Zuelseptia et al., 2018) showed that perceived ease of use is positively significant to consumers' attitudes toward purchasing products online. Furthermore, the studies validated that consumer's attitude also has a positive and significant influence on purchase intention online. However, Vahdat et al. (2020) assert that perceived usefulness does not significantly affect purchasing within mobile shopping apps.

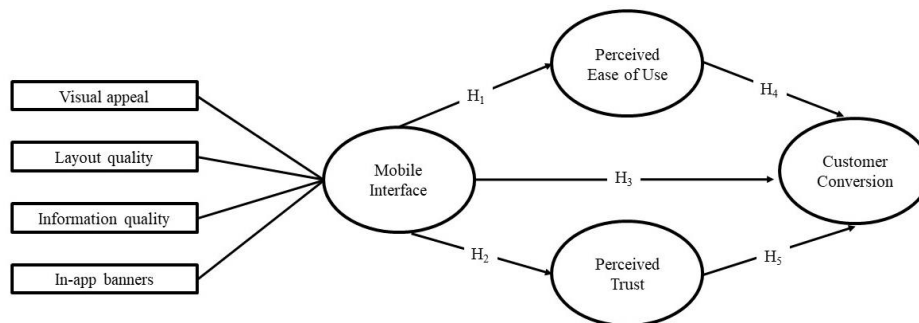
H4. Perceived ease of use positively affects customer conversion

#### 2.4. Perceived trust

Groß (2015) stated in his study that relationships between people and a brand are formed under the foundation of trust. Previous studies about website interface have shown that characteristics such as layout, presentation, and accurate details can build consumer trust (Nicolau & McKnight, 2006). According to a study by Wijaya et al. (2021) on shopping apps, a user's trust positively affects their purchase intention. However, this opposes the study of Patel et al. (2020), which reveals a shopping app's interface quality has no effect on a user's perceived trustworthiness.

H5. Perceived trust positively affects customer conversion

#### 2.5. Conceptual Framework



**Figure 1.** Conceptual Framework of the Study

In this framework, we consider the visual appeal, layout quality, information quality, and in-app banners as the dimensions of the mobile interface. Integrating an extended Mehrabian and Russell's S-O-R model, this conceptual framework is the graphical representation incorporating all the relevant variables in the study. The mobile interface of an e-commerce application serves as a primary interaction between customers and retailers; thus, it can be a significant source of competitive advantage that may affect perceived ease of use (H1) and perceived trust (H2) and customer conversion (H3). Consecutively, both perceived ease of use and perceived trust are influential mediators of consumers toward conversion (H4; H5).

### 3. Methodology

#### 3.1. Research Design

This study applies a descriptive-correlational research design. Descriptive correlational research design helps a study to describe a phenomenon, population, or situation in the variables that are being studied. More than that, it also benefits the study to discover relationships among variables. In this case, the researchers aim to know the relationship between the interface of mobile shopping apps and customer conversion. In this paper, the researchers aim to discover the influence of the mobile interface of e-commerce apps on customer conversion and will not further discuss why such phenomena happen.

#### 3.2. Subject and Study Sites

The researchers gathered data from three hundred eighty-five (385) respondents who served as representatives of the population. The recommended sample size is calculated using Raosoft, with 5% as the margin of error, 95% confidence level, and 50% response distribution within a total population of 4.6 Million people ages 18 to 38 residing in Metro Manila provided by the City Population. According to (Dimock, 2019), cohorts ages 23 to 38 are considered Millennial, while ages 18 to 22 are considered GenZ. The researchers have considered mainly the Millennial and GenZ respondents as they hold the most numbers of digital users (Raval, 2019). The respondents were current users of selected e-commerce platforms, particularly Lazada and Shopee, and have recently purchased through these apps at least once in the past 2 months preceding the data collection date. Given the current online setting brought by the pandemic, the researchers performed a convenience sampling method in selecting representatives.

#### 3.3. Research Instrument

The researchers used a survey questionnaire as a tool for collecting primary data. The selection of the chosen instrument was guided by the nature of the data to be collected. The survey questionnaire is composed of two parts. The first section includes the demographic and screening questions, which ensures the reliability of the study with qualified respondents. Meanwhile, the second section contains the main part of the questionnaire, which includes construct items on the influence of mobile interface dimensions (i.e., visual appeal, layout quality, in-app banners, information quality) on perceived ease of use, perceived trust, and customer

conversion. It likewise includes questions regarding user perception affecting customer conversion. All sections will utilize a 4-point Likert-type (1=Strongly Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree). The instrument was reviewed by a statistician for reliability, correctness, and possible areas of improvement. All suggestions before and after pilot testing were implemented in the final questionnaire.

**3.4. Sample Profile**

**Table 1.** Subjects of the Study

<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
18-22 years old	334	86.8%
23-38 years old	51	13.2%
<b>Sex</b>		
Male	99	25.8%
Female	278	72.2%
<b>Shopping Frequency</b>		
Always	129	33.5%
Sometimes	203	52.7%
Rarely	53	13.8%
Never	0	0

**3.5. Data Gathering Procedure**

First, the researchers prepared the instrument needed for data gathering. One significant data collection technique (survey questionnaire) will be used in this study. Second, the researchers validated the instrument through a statistician and an expert in the field to ensure that the survey did not contain common errors such as leading, confusing, or double-barreled questions. Before conducting the survey, the researchers ran a pilot test on a small sample similar to the target respondents. These individuals can leave comments to help researchers revise what needs to be improved in their questionnaires. Pre-testing was also done to ensure that the respondents understood and were clear with the written questions. The last step in data collection was the administering of questionnaires. Survey questionnaires were distributed online through the use of Google Forms.

**4. Results & Discussion**

Prior to conducting further analysis, the researchers first assessed the reliability of the questionnaire. For each questionnaire item, it was ensured that each item of the questionnaire would get a Cronbach alpha of greater than 0.7 for it to become acceptable. Furthermore, to test the reliability of each element of the mobile interface used in the model, the study utilized Statistica software to perform the confirmatory factor analysis. The confirmatory factor analysis results can be seen in Table 2.

**Table 2.** Validity of Scale Items

Sections	Item	Cronbach's $\alpha$ if deleted	Average	Var	$\sigma$
Visual Appeal	VA1	0.782897	0.791	46.12	6.79
	VA2	0.784380			
	VA3	0.800827			
	VA4	0.797366			
Layout Quality	LQ1	0.785302	0.790	45.14	6.71
	LQ2	0.792135			
	LQ3	0.789567			
	LQ4	0.793622			
In-app Banners	IB1	0.791295	0.793	44.15	6.64
	IB2	0.787607			
	IB3	0.789044			
	IB4	0.802876			
Information Quality	IQ1	0.792074	0.794	46.36	6.81
	IQ2	0.789646			
	IQ3	0.798853			
	IQ4	0.796476			
Mobile Interface	MI1	0.790767	0.789	44.5	6.67
	MI2	0.790193			
	MI3	0.792285			
	MI4	0.785065			
	MI5	0.796360			
	MI6	0.781343			
	MI7	0.789727			
	MI8	0.789702			
Perceived Ease of Use	PEU1	0.790045	0.793	47.12	6.86
	PEU2	0.796789			
Perceived Trust	PT1	0.782794	0.786	45.07	6.71

PT2 0.788242

Note 1: VA= Visual Appeal; LQ= Layout Quality; IB= In-app Banners; IQ= Information Quality; MI= Mobile Interface; PEU= Perceived Ease of Use; and PT= Perceived Trust.

In general, the model generated with an average Cronbach alpha equal to 0.797063, which means that the questions are reliable. This led the researchers to proceed with the main testing of the questionnaire. To further expound the table, the researchers computed the average of the visual appeal section resulting in 0.791, which can be interpreted with acceptable internal consistency. Similar to the visual appeal section, other variables of the study such as layout quality, in-app banners, information quality, mobile interface, perceived ease of use, and perceived trust also obtained an average Cronbach alpha of >0.70 with 0.79, 0.793, 0.794, 0.789, 0.793, and 0.786 respectively.

**Table 3.** Regression Summary for Dependent Variable: Perceived Ease of Use

		R= .43103480 R <sup>2</sup> = .18579100 Adjusted R <sup>2</sup> = .17722038 F(4,380)=21.678 p<.00000 Std.Error of estimate: .31186				
N=385						
	<b>b*</b>	<b>σ of b*</b>	<b>b</b>	<b>σ of b*</b>	<b>t(380)</b>	<b>p-value</b>
Intercept			2.105764	0.186778	11.27416	0.000000
VA	0.221031	0.054694	0.204772	0.050671	4.04121	0.000064
LQ	0.144415	0.055349	0.111502	0.042735	2.60916	0.009435
IB	-0.008261	0.047961	-0.004156	0.024126	-0.17225	0.863337
IQ	0.179976	0.053188	0.152641	0.045110	3.384375	0.000789

Table 3 shows that there is a moderate positive correlation between mobile interface (independent variable) and perceived ease of use (dependent variable). Considering that there is a positive correlation between the two, therefore, when the value of the mobile interface of an e-commerce platform increases in quality, people would tend to perceive the platform as user-friendly. The table also showed the regression value of the dependent variable, which is equivalent to 0.186. This concludes that 18.6% of the dependent variable is predicted by the subsections of the mobile interface. Means that there are still other factors not tackled in the study that can affect users perceived ease of use when trying an e-commerce app. This result contradicted the study of (Vahdat et al., 2020) that perceived usefulness and social influence do not have a positive influence on attitude towards the usage of mobile apps, which to a great extent affects purchase decisions. It is also good to note that the p-value for all sections of the mobile interface except in-app banners is less than <0.05; hence, the relationship of these sections to the perceived ease of use is significant. Furthermore, among sections of the mobile interface, the visual appeal has the largest effect in respect of the value of perceived usefulness. Furthermore, b=0.205 represents that in every increase of value in visual appeal, the points ease of use also increases by 0.205.

**Table 4.** Regression Summary for Dependent Variable: Perceived Trust

N=385						
R= .40931941 R <sup>2</sup> = .16754238 Adjusted R <sup>2</sup> = .15877967 F(4,380)=19.120 p<.00000 Std.Error of estimate: .38840						
	<b>b*</b>	<b>Std.Err. of b*</b>	<b>b</b>	<b>Std.Err. of b</b>	<b>t(380)</b>	<b>p-value</b>
Intercept			1.800393	0.232624	7.739483	0.000000
VA	0.138596	0.055304	0.158155	0.063109	2.506079	0.012625
LQ	0.191202	0.055966	0.181835	0.053224	3.416386	0.000703
IB	0.056368	0.048495	0.034926	0.030048	1.162349	0.245825
IQ	0.165651	0.053781	0.173049	0.056183	3.080091	0.002220

Table 4 revealed the correlation coefficient between mobile interface and perceived trust equivalent to 0.40931941, which means that there is a moderate positive correlation between mobile interface and perceived trust. The result also implied that a higher quality mobile interface follows a higher score for perceived trust. Since the p-value is  $\leq 0.05$ , the relationship between these variables is significant; meaning visual appeal, layout quality, and information quality have an impact on perceived trust. It can be denoted that in-app banners are the only dimension that had a p-value of  $> .05$ , which made it insignificant among the other dimensions of mobile interface. This contradicted past studies relating to the influence of pop-up ads and in-app banners on customer experience and trust. According to Galvan et al. (2015), visible advertisements are deemed to be suspicious when it disrupts shoppers in performing their task, hence having an impact on a customer’s perceived trust. The result also controverted the study of Patel et al. (2020), which reveals a shopping app’s interface quality has no effect on a user’s perceived trustworthiness.

**Table 5.** Regression Summary for Dependent Variable: Customer Conversion

N=385						
R= .62048180 R <sup>2</sup> = .38499766 Adjusted R <sup>2</sup> = .38499766 Adjusted R <sup>2</sup> - .37852395 F(4,380)=59.471 p<0.0000 Std Error of estimate: .28293						
	<b>b*</b>	<b>Std.Err. of b*</b>	<b>b</b>	<b>Std.Err. of b</b>	<b>t(380)</b>	<b>p-value</b>
Intercept			0.910594	0.169456	5.373623	0.000000
VA	0.248516	0.047535	0.240343	0.045972	5.228061	0.000000
LQ	0.200182	0.048104	0.161345	0.038772	4.161431	0.000039
IB	0.232683	0.041683	0.122187	0.021889	5.582240	0.000000
IQ	0.213576	0.046226	0.189091	0.040927	4.620239	0.000005

Table 5 shows the correlation coefficient that is equal to 0.62048180. This follows that there is a positive moderate relationship between mobile interface and customer conversion. Since the p-value is less than 0.05, the relationship is significant. The given data reveal that a mobile shopping app’s interface, along with other undefined factors, significantly contributes to the conversion of shoppers in the online environment. This also implies that the four dimensions studied; namely, visual appeal, layout quality, information quality, and in-app banners, can greatly affect a shopper’s purchase intention. This ties with past studies (e.g. Retno et al., 2019) on shopping sites, which revealed that interface quality plays a vital role in customers’ purchase decisions. This is also supported by another study on websites, which reports that a well-designed, informative, and visually appealing generates a higher



likelihood for customers to shop online (Poddar et al., 2009).

**Table 6.** Regression Summary for Dependent Variable: Customer Conversion

		N=385				
		R= .42072625 R <sup>2</sup> = .17701058 Adjusted R <sup>2</sup> = .17486178 F(1,383)=82.377 p<.00000 Std.Error of estimate: .32601				
	<b>b*</b>	<b>Std.Err. of b*</b>	<b>b</b>	<b>Std.Err. of b</b>	<b>t(383)</b>	<b>p-value</b>
Intercept			1.761230	0.184883	9.526186	0.000000
PEU	0.420726	0.046355	0.439199	0.048390	9.076154	0.000000

Table 6 shows a Pearson correlation coefficient is equal to 0.42072625; it follows that there is a positive moderate relationship between customer conversion and perceived ease of use. Since the p-value is less than 0.05, the relationship is significant. Therefore, perceived ease of use is positively significant to consumers’ attitude towards purchasing products online as it is described as a belief that the usage of information technology can be comprehensible and utilized in reducing one’s both time and effort in usage. Past studies (Oentario et al.,2017; Zulseptia et al., 2018) have validated that perceived ease of use has a direct impact on consumer's attitudes, which has a positive and significant influence on purchasing online.

**Table 7.** Regression Summary for Dependent Variable: Customer Conversion

		N=385				
		R= .41385066 R <sup>2</sup> = .17127237 Adjusted R <sup>2</sup> = .16910859 F(1,383)=79.154 p<.00000 Std.Error of estimate: .32715				
	<b>b*</b>	<b>Std. Err. of b*</b>	<b>b</b>	<b>Std. Err. of b</b>	<b>t(383)</b>	<b>p-value</b>
Intercept			2.109211	0.149664	14.09294	0.000000
PT	0.413851	0.046516	0.350743	0.039423	8.89687	0.000000

Table 7 indicates a Pearson correlation coefficient equating to 0.41385066, which presents a positive moderate relationship between customer conversion and perceived trust. Since the p-value is < 0.05, the relationship between these two variables is significant. Therefore, perceived trust greatly affects the intention of a customer to purchase from a mobile app. This supports a previous study that states a user’s trust positively affects their decision to purchase using an online shop application (Wijaya et al., 2021).

**5. Conclusion**

The emergence of online shopping has constantly been evolving over the years. As this industry continuously grows, it is important to know the best principles and practices for an effective user interface. This study has advanced the understanding of the mobile interface and its effects on perceived trust, perceived ease of use, and customer conversion. The findings of this paper provided that dimensions of the mobile interface (visual appeal, layout quality, and information quality) influence credibility and usability, except for in-app banners, which have a negligible effect on customers. In-app banners are said to have an insignificant effect on these two variables because mobile users tend to perceive in-app banners as an integrated part of e-commerce platforms. On the other hand, the study has found that all aspects of mobile interface positively influence customer conversion. This concludes that conversion is higher for e-commerce apps with a better interface. Customers also place a greater value of trust on mobile applications with interfaces that have high quality, usability, and efficiency when shopping online. On top of that, the researchers have also taken steps to discover that perceived trust and ease of use greatly affect customer conversion. Hence, when a customer finds an e-commerce platform to be trustworthy and user-friendly, the more they will be likely to purchase a product.

These findings are important to website developers and practitioners in the e-commerce industry. The model we proposed will enable them to get a contextual understanding of providing customers with a better mobile interface to generate conversions.

Given all the data, the researchers suggest that e-commerce industries should pay attention to developing a higher quality mobile interface as this gives a direct and indirect influence on the purchasing decisions of m-commerce users.

The primary focus of this research revolved around the visual aspect of mobile shopping apps and did not profoundly cover other topics concerning user experience (UX) and app performance. To further improve this study, future researchers may explore more on these untouched areas and may investigate the differences with the preferences of age generations pertaining to the user interface of a mobile shopping app. Moreover, given the current setting, the researchers were only able to use convenience sampling as their sampling technique. Future researchers could further expand the geographic reach of their participants, include other e-commerce platforms in the Philippines, and perform a stratified random sampling for data gathering.

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