



A STUDY ON IMPACT OF WEBSITE USER EXPERIENCE CONVERSION RATES

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Abstract: The user website experience is really important for businesses. It affects how many people do what you want them to do on your website. This is called the conversion rate. It is the number of people who visit your website and then do something like buy something sign up for something or fill out a form. If your website is easy to use and looks good people will like it more. They will stay on your website longer. Do more things. A good website has things like navigation loads fast works well on phones looks nice and has buttons that tell you what to do next. When a website is hard to use and does not look good people will leave. They will not come back. You will lose customers. This study looks at how the user website experience affects whether people do things on your website or not. It shows that making your website easy to use and nice to look at is very important for your business. The study says that if you make your website better people will trust you more and your business will do better. It also says that a good user website experience can help people decide to do things on your website. This can make a difference for businesses that operate online. The user website experience is important, for businesses because it helps people do things on your website.

Keywords: User Experience (UX) Website Usability Conversion Rate User Interface (UI) Customer Engage

1. INTRODUCTION

1.1 Back ground of study

In today's world websites are super important for businesses to talk to customers and promote their stuff. A good website is key for businesses to get customers tell them about their products and turn them into customers. One big thing that affects how well a website works is User Experience or UX for short. User experience is how users interact with a website, including how it looks how easy it is to navigate how fast it loads and how easy it's to use. With the age here businesses have lots of online platforms to interact with customers show off products and make extra sales. A big part of a website's success is how well it provides a user experience for visitors. User experience includes everything a user feels and experiences when using a website, like design, ease of navigation, loading speed, accessibility and how it works on devices. A designed website doesn't just attract visitors; it also gives them a reason to act like buying something signing up for a service or filling out a contact form. Conversion Rate is a measure used in digital marketing to see how well a website turns visitors into customers. A higher Conversion Rate means a website is helping visitors complete their goals. User experience affects how users behave. If users think they can easily navigate a site if it loads quickly and if it looks good, they will trust the brand. Want to keep using the website. Websites have become one of the important tools for businesses to communicate with customers and promote their products and services. User experience is defined as the interaction between users and the website, which includes the design, navigation, speed and usability of the website. A major contributing element to the success of any given website is how it provides a user experience that's positive for visitors. User experience encompasses all aspects of what a user feels and experiences when they use a website; this includes, is not limited to, design, ease of navigation, speed of loading, accessibility and the way a site is responsive across multiple devices. A designed site does not only attract traffic to the site; it creates reason for the prospective customer to take the action desired to generate conversion events such as purchasing of goods/services subscribing to a service or completing a contact form.

Conversion Rate is a KPI (Key Performance Indicator) used in digital marketing to evaluate the performance of a website with respect to creating customer conversion events. A higher Conversion Rate indicates that a website has effectively assisted a visitor through the process of completing a -determined goal. User experience is an influence on the behavior of the user. If users feel that they can easily navigate a site if a site is loading quickly and if the site is visually appealing, they will develop trust, in the brand and will therefore want to continue the journey through that website.



1.2 STATEMENT OF PROBLEM

In the context of the digital marketing environment, websites are found to play a vital role in attracting customers and converting visitors to customers. However, it is also observed that some websites are unable to achieve high conversion rates due to poor user experience, high loading speed, navigation issues, and lack of mobile optimization. If customers face difficulty in accessing the website or performing actions on it, they may exit the website without making any purchase or inquiry. Hence, it is vital to understand the impact of user experience on conversion rates and how it affects business performance. visitors into actual customers. One of the major reasons for this issue is poor User Experience (UX) design, which includes complicated navigation, slow loading speed, lack of mobile responsiveness, and unclear call-to-action elements. When users find a website difficult to use or unattractive, they tend to leave the site quickly without completing any desired action. Although businesses invest heavily in digital marketing strategies to drive traffic to their websites, insufficient attention to website usability and user-centered design can reduce the effectiveness of these efforts. A poorly structured website may increase bounce rates and reduce user engagement, ultimately affecting the conversion rate and overall business performance. Therefore, the main problem addressed in this study is to understand how website user experience influences conversion rates and user behavior. This research aims to identify the key UX factors that impact user decision-making and determine how improving website usability

1.3 OBJECTIVES OF THE STUDY

Objectives of the study provide an overview of what the research is aiming to achieve.

Primary Objective

To analyze the impact of website user experience on conversion rates.

Secondary Objectives

- To study the impact of website design on user behavior.
- To identify what factors of user experience, improve website conversions.
- To study the relationship between website usability and customer satisfaction.

2. REVIEW OF LITERATURE

2.1 Website Usability and User Satisfaction

The usability of a website is of critical importance in ensuring user satisfaction and improving conversion rates. A user-friendly, well-organized, and easily navigable website helps users find the information they are looking for within the shortest time possible. This encourages users to spend more time on the website, thus improving conversion rates. On the other hand, if the usability of the website is poor, users may find it difficult to use the website, thus leading to frustration. Page loading speed is another significant factor which has a direct impact on user experience and conversion rates. A high-speed page loading experience is considered to be more engaging and has lower chances of users abandoning the page. Studies have shown that if there is a delay of only a few seconds in page loading, it can have a major impact on conversion rates. Hence, it is essential to optimize the page loading speed using efficient coding and high-speed hosting.

- **Jakob Nielsen (2012)** highlighted that website usability strongly affects user behavior. According to his research, websites with clear navigation, fast loading time, and simple layouts help users complete tasks easily, which leads to higher conversion rates.
- **Peter Morville (2004)** introduced the “UX Honeycomb Model,” explaining that useful, usable, and desirable websites improve customer trust and engagement. This directly supports better conversion performance in digital platforms.
- **Steve Krug (2014)** stated in his usability studies that users prefer websites that are easy to understand and require minimal effort. When websites follow the principle “Don’t Make Me Think,” users are more likely to stay longer and complete actions such as purchases or registrations.
- **Luke Wroblewski (2011)** discussed the importance of mobile-friendly design. He found that mobile-optimized websites improve accessibility and user satisfaction, which positively influences conversion rates, especially with the growth of smartphone users.

2.2 Mobile Responsiveness and User Experience

With the growing popularity of smartphones, mobile responsiveness is one of the key factors for user experience. A responsive website is one that makes adjustments in its design and layout depending on various screen sizes. Websites that are not user-friendly for mobile users may experience low engagement and conversion rates. By using responsive design in websites, businesses can access more mobile users and boost performance.

2.3 RESEARCH GAP

The past literature has highlighted the significance of website design, usability, and various online While many studies investigate user satisfaction and engagement, they do not clearly measure the impact of UX on the decision to buy or



sign up. The existing literature mainly examines the impact of UX on the online shopping experience of large e-commerce companies,

- While many studies investigate user satisfaction and engagement, they do not clearly measure the impact of UX on the decision to buy or sign up.
- While many studies are conducted in developed countries, few investigate the impact on emerging digital markets and developing countries.

3. RESEARCH METHODOLOGY

Research methodology is a systematic approach used for data collection and analysis for the research purpose. The main purpose of this research is to identify the impact of website user experiences on conversion rates. The research methodology used for this research is descriptive research design, which helps in understanding how different aspects of user experiences affect users on a website. Both primary and secondary research data are used for this research purpose. Primary research data is collected through a questionnaire for users who access different websites for different purposes. Secondary research data is collected from books, research journals, online sites, and articles related to user experiences and digital marketing strategies. The sampling method used for this research is convenience sampling, where the sample size consists of users who access different websites for browsing or shopping purposes. The research data is analyzed using simple statistical methods such as percentage analysis, charts, and tables for a clear understanding of how user experiences affect conversion rates on a website.

3.1 RESEARCH DESIGN

Research design is defined as the plan or structure for carrying out the research and obtaining relevant data in order to fulfill the purpose of the research. In this research, a descriptive research design is employed in order to investigate the effects of user experience on the conversion rate of websites. The research aims to identify the behavior of users and their interaction with websites. Research design refers to the overall plan or structure used to conduct a research study. It helps the researcher to collect, measure, and analyze data in a systematic way to achieve the research objectives. In this study, the research design focuses on examining the relationship between website user experience (UX) and conversion rates among website users. This research adopts a descriptive research design to understand how different UX factors influence user behavior and conversion outcomes. The study collects data from website users to analyze their perceptions of usability, website design, loading speed, navigation, and overall satisfaction. Both primary and secondary data are used in the research. Primary data is collected through questionnaires or surveys distributed to users, while secondary data is gathered from research articles, journals, websites, and previous studies related to UX and conversion rates.

3.2 SAMPLE SIZE

The sample size for this study consists of 100 respondents who regularly use websites for online shopping, browsing, or other digital services. The respondents were selected using a convenience sampling method to collect primary data through a structured questionnaire. The participants include students, working professionals, and general internet users who have experience. The sample size refers to the number of respondents selected from the target population to participate in the research study. For this research on the impact of website user experience (UX) on conversion rates, a total sample size of 100 respondents were selected. The respondents include individuals who regularly use websites for activities such as online shopping, browsing services, and accessing digital platforms. The sample was chosen using the convenience sampling method, where participants were selected based on their availability and willingness to respond to the survey. A structured questionnaire was distributed to collect primary data regarding users' perceptions of website usability, navigation, loading speed, design, and overall satisfaction.

4. DATA ANALYSIS METHODS

The data collected for this research is analyzed through various descriptive and analytical methods. The data collected through the questionnaire is organized and analyzed with the help of software like MS Excel or SPSS. Descriptive statistical methods like percentages, tables, and charts are used to describe the demographic data of the participants and their views on user experience on websites. Analytical methods like correlation and regression analysis are used to determine the relationship between various factors of user experience on websites, such as design, navigation, loading speed, and mobile responsiveness, with conversion rates. Such methods help to determine various patterns and relationships and assess the impact of user experience on users.

4.1 TOOLS USED FOR ANALYSIS

The data collected for this study is analyzed using various statistical and analytical tools. Microsoft Excel is used to organize and tabulate the collected data and to create charts and graphs for better visualization. SPSS (Statistical Package



for the Social Sciences) is used to perform statistical analysis such as percentage analysis, correlation, and regression to understand the relationship between website user experience (UX) and conversion rates. These tools help in interpreting the data accurately and presenting the results in a clear and systematic manner

4.2 DATA ANALYSIS AND INTERPRETATION

In this study, primary data was collected through a structured questionnaire survey distributed to internet users who frequently visit websites and make online purchases.

Table 4.1 Gender Distribution

GENDER	RESPONSE	PERCENTAGE
MALE	60	60%
FEMALE	40	40%
TOTAL	100	100%

Interpretation:

The table shows that 60% of respondents are male and 40% are female. This indicates that most website users in the sample are male, suggesting slightly higher male participation in website usage and online purchasing behavior.

Table 4.2 Age Distribution

AGE	FREQUENCY	PERCENTAGE
18-25	45	45%
25- 35	30	30%
36-40	15	15%
Above 45	10	10%

Interpretation:

The majority of respondents (45%) belong to the 18–25 age group, showing that young users interact more with websites and online platforms. This group is more influenced by website usability and design.

4.3 Correlation Analysis

Variables	Correlation Value (r)	Relationship
Page Loading Speed & Conversion Rate	0.72	Strong Positive

Interpretation:

The correlation results show a positive relationship between UX factors and conversion rates. Page loading speed has the highest correlation ($r = 0.72$), indicating that faster websites significantly increase the likelihood of users completing purchases or actions.

5. FINDINGS

The study revealed that user experience in the use of a website plays a significant part in affecting the rates of conversion. Most respondents indicated that factors such as ease of navigation, design, fast loading speed, and responsiveness contribute to an enhanced user experience. The study also revealed that younger users, especially those between 18-25 years old, tend to interact more frequently with websites and are more likely to make online purchases. Correlation and



regression analysis revealed a positive correlation between UX factors and rates of conversion. This implies that the better the user experience in a website's usability, the higher the chances that users will be able to complete their purchase or intended actions. Of all the factors that affect user experience in a website, the study revealed that page loading speed and navigation were the factors that had the greatest impact on user satisfaction and rates of conversion.

5.2 LIMITATIONS OF THE STUDY

- The study has certain limitations that must be kept in mind while interpreting the results of the study
- The study was conducted with a limited sample size of 100 respondents, which may not represent all users of websites.
- The study was conducted only on certain UX factors; however, factors like trust, security, and brand reputation were not analyzed in detail.

6. CONCLUSION

The study concludes that website user experience has a significant impact on conversion rates. Websites that provide a user-friendly interface, fast loading speed, clear navigation, and mobile compatibility encourage users to stay longer and complete desired actions such as purchases or registrations. The study concludes that the user experience of the website has a significant role to play in the conversion rate of the website. A well-designed website can be extremely beneficial for improving the user experience of the website. A website that is easy to use, has a fast-loading speed, is compatible with mobile devices, and has call-to-action components can be extremely beneficial for improving the user experience of the website. If the user finds the website easy to use and convenient to access, they are more likely to spend time on the website and perform the desired action on the website, such as purchasing a product or filling out a form. The study results have shown that improving the user experience components of the website, including the design of the website, usability of the website, visual design of the website, and accessibility of the website, can be extremely beneficial for improving the conversion

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