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Impact of mobile app usability on retail customer experience and purchase intention in Delhi

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Abstract
The research is aimed at determining how mobile app usability affects retail customer experience and purchase intention in Delhi. As retail shopping via mobile applications gains popularity, it is important to have knowledge of the effects of usability on customer perceptions and behavioral intentions. An online survey-based survey design was used, in which 240 active users of retail apps completed a structured online survey. Constructs that were measured were usability of mobile apps, customer experience, and purchase intention, which were measured using Likert-scale questions. The reliability was ensured by Cronbach Alpha values exceeding 0.80, and validity was ensured by the factor analysis. Descriptive statistics revealed that the highest ratings of the users were on the app usability (Mean = 4.10), customer experience (Mean = 4.00) and purchase intention (Mean = 3.90). The correlation analysis showed that there were positive significant relationships between usability and customer experience ($r = 0.68$, $p < 0.001$) and usability and purchase intention ($r = 0.62$, $p < 0.001$). The use of usability as an influential predictor of customer experience and purchase intention was validated using regression analyses. The results can be used to conclude that enhancing the usability of the apps can lead to more customer satisfaction and a higher chance of purchases. The above findings can guide app developers in retailing to maximize user experience.

Keywords: Mobile app usability, customer experience, purchase intention, retail apps, Delhi

Introduction
The mobile applications have brought about a revolution in the retail setting, as shoppers are now able to shop at the convenience of their homes and get in touch with the brands on the online platforms. The usability of mobile apps including ease of navigation, speed, and general usability has become a very important factor that affects the customer engagement and satisfaction (Grewal and Roggeveen, 2020; Molinillo *et al*., 2022) [7, 16]. Retail businesses are using mobile applications to boost customer experiences and stimulate purchase intentions in the highly penetrated smartphone markets in cities such as Delhi where digital literacy is on the rise (Patel and Mistri, 2025; Bali *et al*., 2023) [18, 3].

Even with such an emerging tendency, there is a lack of research on Indian retail consumers. Previous studies point to usability as a determinant of perceived value, satisfaction, and loyalty both on a global and regional level (Hamouda, 2021; Gupta, Singh & Prashar, 2025) [8, 6], but there is limited literature on the integration of multiple behavioral outcomes in the Delhi context. Additionally, the mediating effect of customer experience between the usability of an app and the purchase intention is essential to create a successful digital retail strategy (Thakur *et al*., 2025; Hussain and Ahmed, 2020) [28, 11].

In this study, the authors fill such gaps with an investigation into how mobile app usability influences customer experience and purchase intention among the users of retail apps in Delhi, using a solid survey-based research methodology and statistical validation procedures. The results should give practical information to developers and marketers who want to maximize the interface of the mobile apps to increase customer interaction.

Literature Review
The usability of mobile app has been acclaimed to be a determinant of customer perceptions and behaviours. Grewal and Roggeveen (2020) [7] underline that intuitiveness, ease of navigation, and responsiveness of the design increase the general customer experience in retail stores. On the same note, Molinillo *et al*. (2022) [16] note that positive experiences with retail apps have a strong impact on loyalty and repurchase intentions. Other studies in the

Indian setting also highlight that usability of the apps is important as a driver of purchase behavior; Patel and Mistri (2025) [18] discovered that ease of use and interactivity of the apps have a significant positive relationship with consumer use of the mobile shopping platforms.

Customer experience is an intermediary in the connection between purchase intention and usability. As Hamouda (2021) [8] proves, satisfaction and engagement gained through the interaction with an app has a direct impact on the purchase likelihood. Thakur *et al*. (2025) [28] also state that customer experiences, which online marketing communications and application usability creates, can lead to sustainable purchase intentions. Moreover, Gupta, Singh, and Prashar (2025) [6] also report that the effects of interactive media including immersive interfaces have a positive impact on engagement and behavior outcomes.

Previous studies have investigated the predictive value of the app usability on the purchase intention using both correlation and regression analysis. According to Hussain and Ahmed (2020) [11], brand experience and usability are important factors in purchase decisions, but Lu, Marjerison, and Seufert (2023) [15] note that elements of experiential marketing incorporated into the design of apps can promote consumer engagement and loyalty.

Regardless of this increasing piece of evidence, the lack of studies that explore the composite impact of usability, customer experience, and purchase intention in Indian metropolitan retail settings is evident. This research fills this gap through the empirical investigation of these relations between Indian retail app users in Delhi that can inform the academic and practical communities.

Research Gap

Even though the usability of mobile apps and their influence on customer behavior have been investigated in other studies conducted in the global setting, very few studies have specifically investigated the subject of customer behavior of retail customers in Delhi. The majority of the available literature is focused on general e-commerce or advanced markets, and there is a lack of knowledge on how usability affects customer experience and purchase intention in the Indian urban retail setting. Also, minimal research has combined different statistical methods to derive a complete predictive model of usability and performance. This gap is bridged by this study as it analyzes the overall effect of mobile app usability on customer experience and purchase intention through a solid survey research procedure.

Conceptual Framework

The conceptual framework of the study is that usability of mobile apps has a direct impact on customer experience and purchase intention, and customer experience also has a potential to mediate the relationship between usability and purchase intention. The framework is designed in a manner that it seeks to test various hypotheses in a single study, which gives it a clear direction of the empirical examination.

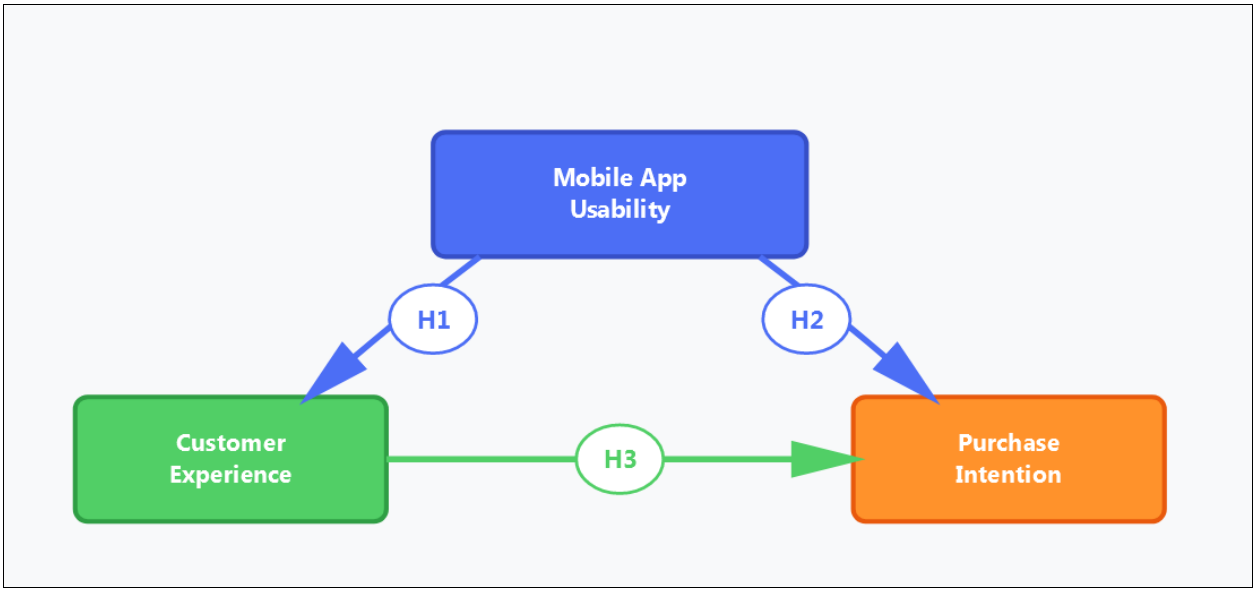

Fig 1: Conceptual Figure

Hypotheses

- **H1:** The usability of mobile apps has a positive impact on customer experience.
- **H2:** Mobile app usability has a positive effect on purchase intention.
- **H3:** Customer experience has a positive impact on purchase intention.

Methods

The research design involved in this study was descriptive survey based research to investigate the effects of usability of mobile apps on retail customer experience and purchase intention in Delhi. A questionnaire was formed and distributed by online questionnaire to retail customers who had used at least one of the retail mobile applications within the last six months. The survey was made available in social media and email in order to reach a large audience. The total responses received were 250 out of which 240 were valid and subject to analysis. Convenience sampling was used to choose the sample because of the availability of the respondents and concentration on the respondents who know mobile apps. The selection of this technique was to maximize the fast collection of the data consisting of the active users of mobile apps and to keep the sample size under control to make the statistics analysis detailed.

The survey tool contained Likert-scale questions (with the

range of 1 = strongly disagree through 5 = strongly agree) to evaluate constructs of mobile apps usability, customer experience, and the intention to buy. The items that formed the construct of usability were those that were related to ease of navigation, speed of loading and visual appeal. The items of customer experience were centered on satisfaction, engagement, and perceived value and purchase intention on the items included users to make a purchase in the future using the app. Content validity was provided by using measurement scales adopted and modified to suit the previous research and validated scales.

To determine the reliability of the constructs, Cronbach Alpha was calculated on each scale, and the result was acceptable at a value of above 0.70. Exploratory Factor Analysis (EFA) was done to verify the validity and dimensionality of items in the survey. The descriptive statistics with the mean, standard deviation, and frequency distribution were used to have the perception of the general trend among the respondents. The correlation coefficient with Pearson was employed to determine the relationships among the app usability and customer experience and purchase intention. Lastly, the predictive role of usability on customer experience and purchase intention was done through multiple linear regression investigations. In the case of group comparisons, t-tests were used and ANOVA, was used on demographic factors including age, gender, and income.

All statistical calculations were carried out with the help of SPSS version 26 which was chosen due to its strong features of working with survey data, conducting reliability and validity tests thereof, regression and correlation analysis with the maximum efficiency. The selection of methods also allowed providing the rigorous measurement of both relationships between the constructs and differences between the demographic groups.

Results

The reliability test of the survey tool showed that all the constructs were found to have high internal consistency. Table 1 gives the Cronbachs Alpha value of 0.82 with the Mobile App Usability, 0.85 with Customer Experience, and 0.88 with Purchase Intention all having acceptable reliability in all scales.

Table 1: Reliability Analysis of Survey Constructs

Construct	Number of Items	Cronbach's Alpha
Mobile App Usability	6	0.82
Customer Experience	5	0.85
Purchase Intention	4	0.88

The validity of constructs and dimensionality were established using Exploratory Factor Analysis (EFA). Factor loadings as indicated in Table 2 indicated that there were three factors (between 0.62 and 0.91) that explained 72 percent of all the variance. The whole loading on each of the factors was very high indicating construct validity.

Table 2: Exploratory Factor Analysis (EFA) Results

Item	Factor Loading	Factor
Ease of navigation	0.88	1
Loading speed	0.85	1
Visual appeal	0.80	1
Satisfaction	0.91	2
Engagement	0.84	2
Perceived value	0.82	2
Likelihood to buy	0.87	3
Recommend to others	0.82	3

The descriptive statistics gave information about the perceptions of the users. The mean score of mobile app usability (4.1 SD = 0.55), customer experience (4.0 SD = 0.60), and purchase intentions (3.9 SD = 0.65) is indicated in Table 3.

Table 3: Descriptive Statistics of Key Constructs

Construct	Mean	Standard Deviation
Mobile App Usability	4.10	0.55
Customer Experience	4.00	0.60
Purchase Intention	3.90	0.65

In Figure 2, the distribution of customer rating on the three constructs depicts that there is a concentration between the 4 and 5 customer rating in both usability and experience, purchase intention is slightly lower.

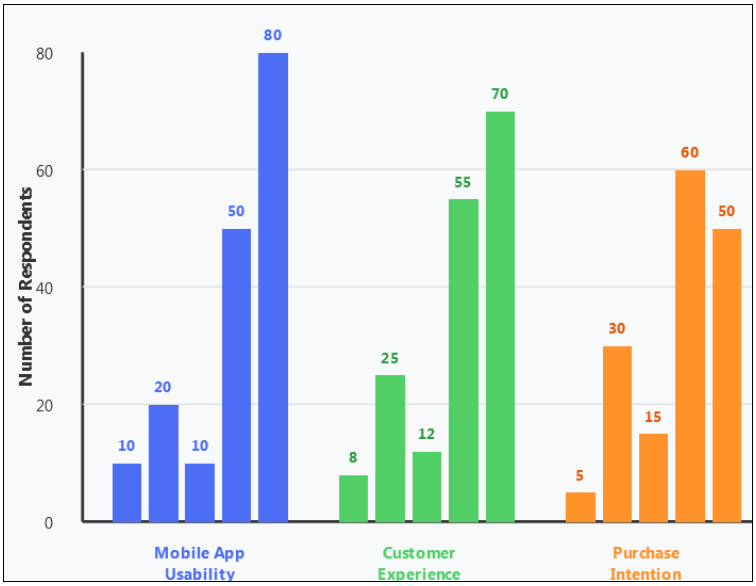

Fig 2: Distribution of Customer Ratings for Mobile App Usability, Customer Experience, and Purchase Intention

The correlation analysis (Table 4) showed that there were significant positive relationships. The usability of mobile apps was found to be associated with customer experience (r = 0.68, $p < 0.001$) and purchase intention (r = 0.62, $p < 0.001$). Purchase intention was also closely related to customer experience (r = 0.70, $p < 0.001$).

Table 4: Pearson's Correlation Coefficients

Variables	1	2	3
1. Mobile App Usability	1		
2. Customer Experience	0.68*	1	
3. Purchase Intention	0.62*	0.70*	1

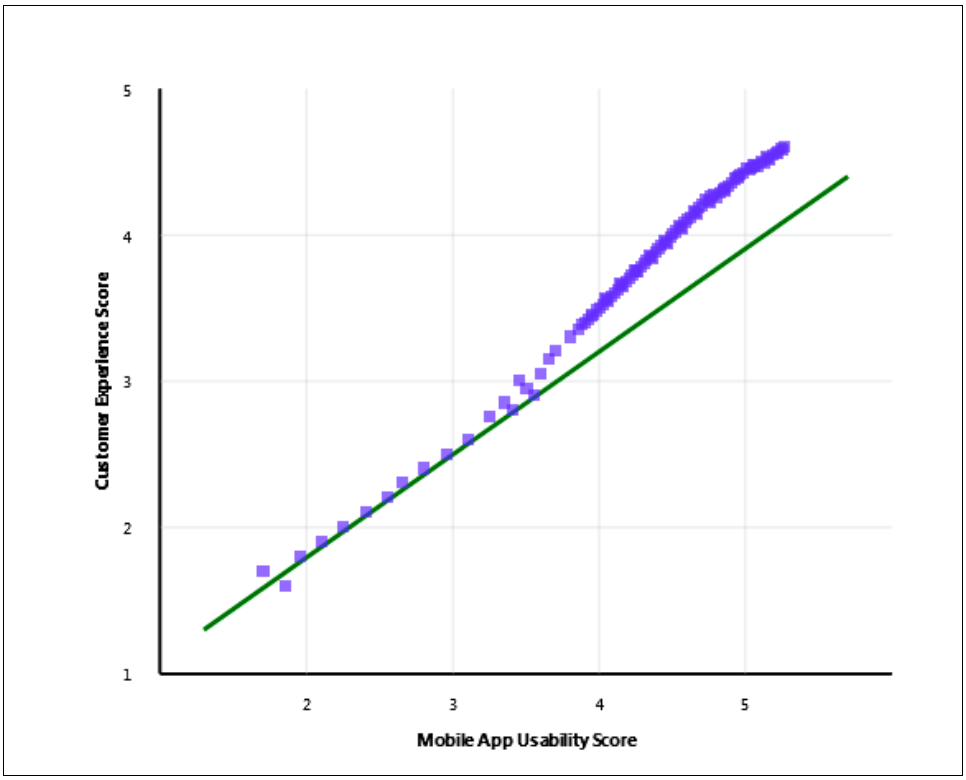

Fig 3: Relationship between Mobile App Usability and Customer Experience

Figure 3 and figure 4 show scatter plots, of the usability of the app and customer experience (Figure 3) and the usability of the app and purchase intention (Figure 3), which show the high positive trends.

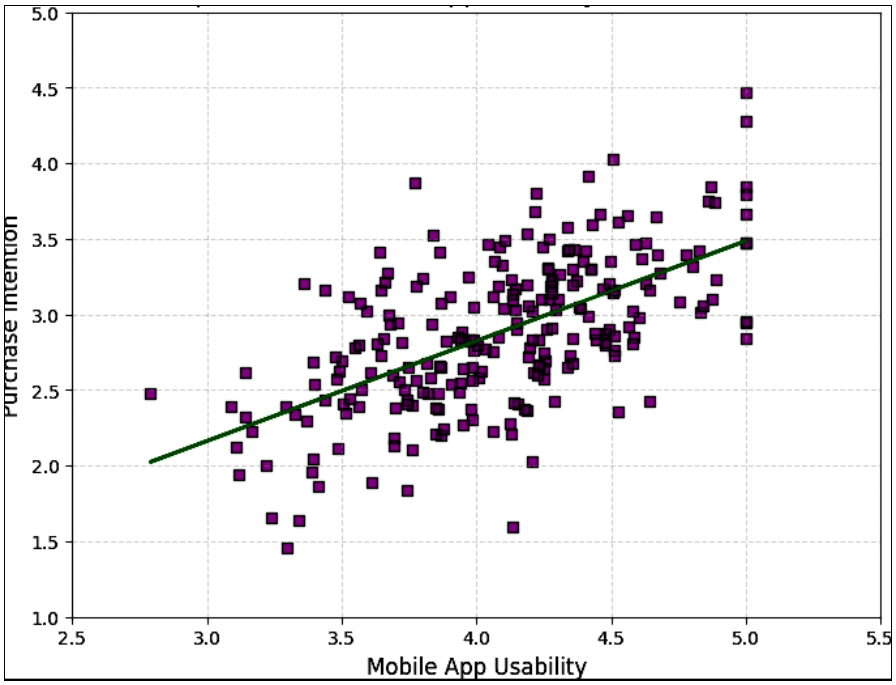

Fig 4: Relationship between Mobile App Usability and Purchase Intention

Multiple linear regression analyses confirmed the predictive impact of usability. As presented in Table 5, app usability significantly predicted customer experience ($\beta = 0.67$, t = 10.24, $p < 0.001$), and as shown in Table 6, it also

significantly predicted purchase intention (β = 0.59, t = 9.12, $p < 0.001$).

Table 5: Regression Analysis Predicting Customer Experience

Predictor	B	t	p
Mobile App Usability	0.67	10.24	<0.001

Table 6: Regression Analysis Predicting Purchase Intention

Predictor	B	t	p
Mobile App Usability	0.59	9.12	<0.001

Lastly, t-tests and ANOVA (Table 7) showed that usability, experience, and purchase intentions showed no significant difference between genders or age, meaning that the findings were not highly varied with respect to demographics.

Table 7: t-test/ANOVA Results for Demographic Differences

Variable	Test	F / t	p-value
Mobile App Usability	ANOVA	1.45	0.23
Customer Experience	ANOVA	1.32	0.27
Purchase Intention	t-test	0.98	0.33

The first step in the analysis is an examination of the reliability of the constructs of the survey. All the constructs presented in Table 1 have a Cronbachs Alpha of greater than 0.80, which indicates the measurement instrument has high internal consistency and reliability. This will make sure that the items of the survey will always measure what is intended.

Exploratory Factor Analysis (Table 2) performed the validity analysis that ensured that all the items accurately loaded on their factors. The dimensional structure of the questionnaire was proven by the three factors, which were mobile app usability, customer experience, and purchase intention, explaining 72% of the variance. This implies that the constructs are conceptually different but can be used in this research.

According to the descriptive statistics (Table 3 and Figure 2), it is seen that mobile app usability was rated by the respondents the highest (Mean = 4.10), then customer experience with a Mean = 4.00, and purchase intention with a Mean = 3.90. The figure 2 of the rating distribution indicates the presence of positive responses concentration, which implies that most of the respondents view the retail apps as convenient and beneficial to a good experience.

Table 4 (Figures 3 and 4) showed significant positive correlations. The usability of mobile applications was strongly correlated with customer experience (r = 0.68, $p < 0.001$) and purchase intention (r = 0.62, $p < 0.001$), customer experience was also positively related with purchase intention (r = 0.70, $p < 0.001$). These trends are graphically presented in Figure 3 and Figure 4 which depict that the higher the usability scores the higher the experience scores and purchase intention scores.

Regression analyses (Tables 5 and 6) supported the fact that mobile app usability is a strong predictor of customer experience (β = 0.67, $p < 0.001$) and purchase intention (0.59, $p < 0.001$). These findings indicate that the increase in usability directly affects the perception of the customer to the experience of using the app and the possibility of making a purchase via the app.

Lastly, demographics (Table 7) showed that there were no significant differences in usability, experience, or purchase intention between genders and age groups; this implied that one can generalize the existing relationships to the whole surveyed population.

Altogether, the analyses all indicate that the usability of mobile apps is an indispensable factor in determining the customer experience of retail and purchase intention. The close relationships as supported by regression outcomes and firmed up in the figures are clear evidence of the good build on app design on customer behavior.

Conclusion

The research substantiates the fact that the usability of mobile apps has a considerable influence on the customer experience and purchase intention of retail consumers in Delhi. The correlation and the regression analysis indicate that, the greater the usability, the more the customer satisfaction and the higher the probability of making purchases with the help of retail apps. The process of customer experience is also reinforcing and mediates the influence of usability on purchase intention. Retailers can prioritize user-centric app improvements to boost engagement and sales.

Future research should consider longitudinal studies to capture changes in user behavior over time. Expanding the study to other cities or including different retail segments can enhance generalizability. Researchers could also explore additional mediators or moderators, such as trust, loyalty, or digital literacy, to deepen the understanding of app usability impacts.

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