Engineering and Computer Science

Influence of Web Design, Usefulness, Ease of Use, and Enjoyment on Beauty and Cosmetics Online Purchase Intention towards a Popular Brand in Thailand

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Abstract

This study aims to determine the influence of web design, usability, simplicity of use, and enjoyment on beauty and cosmetics consumers' desire to purchase online from a popular brand in Thailand. This study uses online purchase intent as the dependent variable and perception of site design, perceived usefulness, perceived ease of use, and perceived enjoyment as the independent factors. Based on these characteristics, five hypotheses were created to determine the factors influencing online beauty and cosmetic product purchase intentions. A questionnaire survey was administered to 426 respondents in Bangkok who have previously purchased beauty and cosmetic products via an online channel. The method of sampling is convenience sampling. The statistical program is used to analyze all the data, including descriptive statistics. Single and Multiple Linear Regression is applied to determine the influence of web design, utility, convenience of use, and enjoyment on beauty and cosmetics consumers' online buying intent toward a popular brand. Demographics utilize descriptive statistics as well. Additionally, inferential statistics are used to examine the relationship between the variables. This study found that, except for perceived utility, all independent variables positively affect online purchase intent. Furthermore, perceived ease of use positively influences perceived utility.

Keywords: Perception of web design; Perceived usefulness; Perceived ease of use; Perceived enjoyment; Online Purchase Intention

JEL Classification Code: M10, M12, M15

1. Introduction:

Because of advances in the internet and mobile technologies, we are now able to conduct business anywhere in the world, regardless of the time of day or our physical location. In addition, it serves as a foundation for the expansion of businesses and influences the degree to which developing nations can compete economically with other nations throughout the world. The beauty and cosmetics business is trying to adapt to the growing popularity of online shopping. According to Beauty Business

Statistics and Market Research (2021): Global and US, it is anticipated that the beauty and cosmetics e-commerce industry will rise from 483 billion dollars in 2020 to 511 billion dollars in 2021, with an annual compounded growth rate of 4.75 percent internationally (conducted in February 2022). The beauty and cosmetics industries are very competitive, as seen by the remarkable growth they have experienced.

These days, a large number of cosmetics firms are just starting, and many of them will enter the e-commerce industry because it is a relatively inexpensive and simple way to launch a business. In addition, a platform that is accessible online generates a high chance for both brand exposure and the intention to make a purchase.

According to the Sephora website statistics (conducted in February 2022), monthly unique visitors are 314.6K users in Thailand, which suggests that the likelihood of the online purchase intention of Sephora is possibly strong. Therefore, an e-commerce website is in every brand's consideration. They have been trying to establish an online platform to satisfy online purchasing needs. Additionally, according to Semrush.com, Sephora's international website (Sephora.com) occupies the No.1 rank in the number of visitors among beauty and cosmetic brands' websites. Nevertheless, Sephora.co.th website does not enjoy similar success.

The findings in this analysis will reflect new knowledge and valuable information that will be useful for the beauty and cosmetics business, including Sephora. Marketers need to understand consumers' influential elements in using online sales channels to come up with an appropriate plan to raise the adoption rate of online shopping and increase sales through websites and online channels.

The purpose of this study is to test the influence of perception of web design, perceived usefulness, perceived ease of use, and perceived enjoyment on online purchase intention towards popular beauty and cosmetics brand. The objectives of this study are:

1) To analyze the influence of perceived ease of use on perceived usefulness.

2) To investigate the influence of perception of web design on beauty and cosmetic product online purchase intention.

3) To investigate the influence of website has perceived usefulness on beauty and cosmetic products online purchase intention.

4) To investigate the influence of website's perceived ease of use on beauty and cosmetic products online purchase intention.

5) To investigate the influence of website has perceived enjoyment on beauty and cosmetic products online purchase intention.

6) To analyze what influential factors has the highest impact on Beauty and Cosmetics online purchase intention towards a popular brand in Thailand.

2. Literature Review

2.1. Online purchase intention

Purchase intention, According to Ghosh (1990), is an important determinant of a customer's purchasing decision. The structure that strengthens a customer's intention to buy anything online is referred to as online purchase intention (Salisbury et al., 2001). Online purchase intention is defined by Meskaran et al. (2013) as a customer's willingness to buy anything over the internet. A customer's willingness to make an online purchase is referred to as an online purchase intention (Pavlou, 2003). Customers will gather information, pick their desired criteria, and then browse through an online sales channel before making a purchase decision. This process is repeated in the final phase of post-purchase behavior, such as after-sales support. However, based on past research, this study defines online purchase intention as a customer's probability to buy anything online in the near future.

2.2 Perception of Web Design

According to Dholakia and Rego (1998), the web interface design, information content, and feedback function resulted in an increase in visits and product purchase rates, according to Pappas et al. (2014) and Wu et al. (2014). According to Hong

et al. (2004), web interface design will lead to a more positive attitude among users and increase their desire to return to the website. The design of an online retailer's website is one of the most important factors (Demangeot & Broderick, 2010). Content, quality and quantity of information, layout style, and mood all impact how customers see a website (Pappas et al., 2014; Wu et al., 2014). A well-designed website may entice visitors and leave an indelible impression. A website's characteristics represent a retailer's ability to meet customer expectations and demands (Wolfinbarger & Gilly, 2003). According to other researchers, two critical components impact consumer perceptions of online shopping: the website's "ease of use" and "information content" (Demangeot & Broderick, 2010; Ha & Stoel, 2009; Hausman & Siekpe, 2009). "Ease of use" is viewed as a sign that an online shop respects, values, and values its customers (Collier & Bienstock, 2006). The simplicity and efficiency of a website affects consumer views, attitudes, and involvement. When customers have a positive experience with a product, they are more inclined to recommend it and buy it (Bilgihan & Bujisic, 2015).

2.3 Perceived usefulness

Perceived usefulness is one of the independent components in the Technology Acceptance Model (TAM). It's "the extent to which a person believes that using a certain system will boost his or her work performance" (Davis, 1989 AU95: Multiple sources corroborate the reference "Davis, 1989." Please add letters (e.g. "Smith, 2000a") or more authors to the citation to guarantee that references and citations are uniquely linked.)

2.4 Perceived ease of use

Perceived ease of use, according to the study, is the degree to which a person feels that following a strict procedure will be effortless (Davis et al., 1989; Mathieson, 1991; Gefen & Straub, 2000; Gahtani, 2001). Rogers (1962) defined perceived simplicity of use as "a term that reflects how simple an innovation appears to be to comprehend, understand, and operate." According to him, perceived ease of use relates to how much consumers believe a new product or service is

superior to its rivals (Rogers, 1983). In addition, Zeithaml et al. (2002) defined perceived ease of use as the degree to which an innovation is straightforward to grasp or employ. Perceived ease of use, according to Mathieson (1991), relates to the consumer's idea that internet banking would need minimum effort. Customers' ability to swiftly experiment with new technologies and evaluate their benefits, according to Consult (2002), is related to perceived ease of use. He also claimed that the drivers of electronic banking development include perceived simplicity of use, is a mix of convenience offered to those with a simple internet connection. Availability of safe, high-standard electronic banking functions, and the requirement of financial services, are the drivers of development in electronic banking.

2.5 Perceived enjoyment

Customers' perceived pleasure may be defined as the level of satisfaction they experience throughout an online transaction on a certain website in terms of the website's ability to provide enjoyment to them, ignoring the quality of service they will receive. Customers are more likely to make a purchase on a website where their online buying experience is more enjoyable (Carr, et al 2001). It is as also defined as the degree to which the action of using computers is perceived to be pleasurable in and of itself, regardless of any potential performance repercussions (Davis et al., 1992). PE has been proven to have a significant impact in user technology adoption, with significant ramifications, particularly for hedonic systems.

2.6 Web design quality

With the growing number of internet users, most businesses' websites have become their primary channel of communication. As a result, one of the most essential approaches for many businesses, including cosmetic websites, is delivering services via website. The beauty of a website plays a vital part in keeping users on the site for longer periods of time and encouraging them to browse the pages. The quality of a website's design, on the other hand, is a must for its existence. Users will abandon a website if it is difficult to use, unreadable, fails to

answer users' inquiries, or lacks sufficient appeal (Haghighinasab et al., 2008). Developers focus in design to build strong websites that provide actual value to clients and also provide a great experience. If clients consistently rate a website as great in terms of content, usability, performance, trustworthiness, and satisfaction, it is said to be customer-oriented (Hamidizadeh et al., 2008).

2.7 Online shopping web design

A website that allows people to buy goods and services via the internet is known as an online shopping website (Ranganathan & Ganapathy, 2002). Consumers respect a well-designed website just as much as a conventional business's well-designed physical, social, and esthetic elements (Hasan, 2016; Rosen & Purinton, 2004). In a physical buying environment, customers can see, hear, smell, taste, and touch things and services using all of their sense receptors. However, in an online purchasing environment, nearly all of the buyers' perceptual processes are carried out only through their eyes and ears (Solomon, 2017).

Experts conceptualize website design characteristics such as aesthetic and interface design, as well as product information, to influence shoppers' initial perceptions (Wells et al., 2011). These characteristics have an impact on consumer purchasing decisions (Mcdowell et al., 2016). As a result, research show that website design plays a crucial role in attracting and modifying consumers' perceptions and purchasing behavior (Demangeot & Broderick, 2010; Hasan, 2016).

2.8 TAM (Technology Acceptance Model)

TAM is a hypothesis that investigates factors that impact customers' adoption of new technology, according to Davis et al. (1989). When customers are faced with new technology, a number of factors may influence how and when they use it, including perceived usefulness and perceived ease of use. As technology advances, a new component, Perceived Enjoyment, has been added to the TAM to produce an extended TAM for projecting consumers' intent to use. When people enjoy themselves while doing something as a result of new technology adoption,

they are more inclined to use it. TAM includes the factor of perceived enjoyment (Liao et al., 2008; Cheema et al., 2013) in their study on online shopping adoption. It was discovered that the urge to use is connected to perceived satisfaction. People are more inclined to make online purchases when they are provided with new technology that offers them a sense of satisfaction, pleasure, and joy when using it.

2.9 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) proposed by Ajzen (1991) states that an individual's behavioral intention is determined not only by their attitude and subjective norm, but also by their flaws and external impediments. Harrison et al. (2021) utilized the TPB to mimic the adoption of numerous new information technologies in small businesses. Taylor and Todd used the TPB to illustrate IT utilization patterns (together with the technology acceptance model). To anticipate user intentions, Mathieson (1991) also employed the TPB and technology acceptance model, particularly spreadsheet usage. Another useful method for explaining human behavior, particularly consumer behavior, is the interpersonal impact model, which was derived from psychology and improved in the marketing industry (Beardon et al., 1989). Interpersonal influence, which has been recognized as a main influencer, has an impact on consumer behavior (Bearden et al., 1989; Bearden & Rose 1990). Based on the TPB, the researchers believe that for site design components to affect online shoppers, they must change their basic e-commerce attitudes. According to the findings, five belief constructs may be affected by web design aspects.

2.10 Constructs of TAM model

Despite the fact that several studies have demonstrated TAM's validity as a parsimonious model in a variety of technology-related settings (Davis, 1989; Davis et al., 1989; Rose & Straub, 1998), the literature highlights TAM's parsimony as a fundamental shortcoming (Venkatesh, 2000; Vijayasarathy, 2004). As a result, the original TAM elements may fall short of capturing key notions that shape buyers' perceptions of e-commerce.

When Davis et al. (1989) initially proposed TAM model, they identified two traits as the primary drivers of people's propensity to use computers: "perceived usefulness" and "perceived ease of use." The model has evolved and improved through time as research has applied it to a wide range of situations. Consumers' intents to use a new technology or system are highly impacted by both utilitarian and hedonic considerations (determinants) according to the current TAM paradigm (Childers et al., 2001; Bobbitt & Dabholkar, 2001; Davis, 1993). TAM model now includes the concepts of "perceived risks," "perceived delight," "internet usage," and "previous online purchase experience" (Bhatnagar et al., 2000; Childers et al., 2001; Park & Jun, 2003; Jarvenpaa & Todd, 1997).

2.11 Consumer perception of web design and its influences

Dang and Pham (2018) studied the interrelationships between consumer perceptions of online design, dependability, privacy, and customer service, as well as their influence on purchase intention, using adoption theory and the technological acceptance model and found that consumer impressions of web design are positively associated to perceptions of dependability, privacy, customer service, and buy intent, according to empirical studies. Customer service impression is positively associated to consumer sense of reliability, but not to purchase intention. Privacy perception is also favorably associated to customer service perception, but not to purchase intention. Finally, customer service impression is linked to purchase intention in a good way.
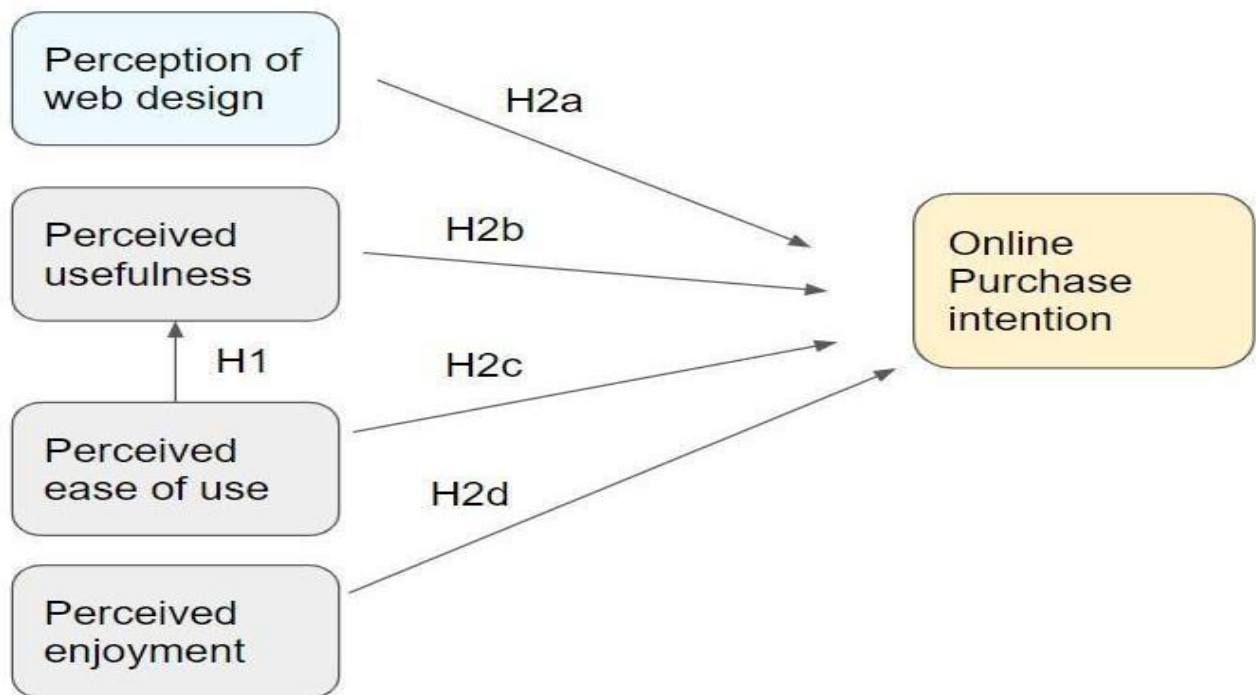

Figure 1: The Conceptual framework

Source: Authors

2.12 Hypotheses

A hypothesis is the researcher's presumption about the association between two or more variables. There are two hypotheses which are developed from the above conceptual framework, which are as follows:

Hypothesis 1:	o:	Perceived ease of use has no statistical significant influence on perceived usefulness.
	a:	Perceived ease of use has statistical significant influence on perceived usefulness.
Hypothesis 2a:	$2a_o$:	Perception of web design has no statistical significant influence on online purchase intention.
	$2a_a$:	Perception of web design has statistical significant influence on online purchase intention.
Hypothesis 2b:	$2b_o$:	Perceived usefulness has no statistical significant influence on online purchase intention.
	$2b_a$:	Perceived usefulness has statistical significant influence on online purchase intention.
Hypothesis 2c:	$2c_o$:	Perceived ease of use has no statistical significant influence on online purchase intention.
	$2c_a$:	Perceived ease of use has statistical significant influence on online purchase intention.
Hypothesis 2d:	$2d_o$:	Perceived enjoyment has no statistical significant influence on online purchase intention.
	$2d_a$:	Perceived enjoyment has statistical significant influence on online purchase intention.

3. Research Methodology

The study's design, target demographic, and sample size, as well as research tools, a pilot test, data collecting, and statistical analysis of the data, all are developed based on descriptive research.

The target group of this study focuses on people aged between 18 - 50 years old who lived in Bangkok, Thailand who have experience in purchasing beauty and cosmetics products via online channel. To achieve the result with utmost alignment with research objectives, the target population of the study is limited to the consumers who have experience in online purchase of beauty and cosmetic products via Sephora website. To determine the appropriate sample size for the research, Comrey and Lee suggested that the sample size of 50 is very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good, 1000 or more is excellent. Also, Tabachnik and Fidell (2001) suggested that the sample size has to be at least 300 Therefore, for the sample size in this study, the researchers collected from 426 respondents. In this study, an online-based questionnaire is distributed to the target respondents of the survey. The researchers selected a non-probability technique in terms of snowball sampling or chain-referral sampling in which the samples have traits that are similar to target group of this study. This is a sampling technique, in which existing subjects provide referrals to recruit samples required for a research study. The research instrument is questionnaires with 5-point Likert scales. In this study the researchers applied descriptive research method to describe demographic information which are Gender, Age, The income per month, Occupation, Purchase Frequency and Spending for each purchase. Descriptive study aims to characterize a population's or phenomenon's characteristics (Zikmund, 2003). Descriptive research aims to answer the questions of who, what, when, where, and how. In this study the research explains the

relationship between prospects' online purchase intention with its independent variables which are perception of web design, perceived ease of use, perceived usefulness and perceived enjoyment. Also it explains the relationship between perceived usefulness and ease of use. Single regression analysis and multiple regression analysis were used to analyze the relationship.

4. Findings

Cronbach's Alpha was used to check 30 samples to test the reliability of each variable before collecting the final data collection. The result showed that Cronbach's Alpha of all variables exceed 0.7 which is acceptable. Therefore the researchers constitute all variables for this research.

The majority of all respondents were female (95.1%; 405 respondents), with an age range between 26-40 years old (83.8%; 352 respondents), with monthly income 25,001 - 35,000 (71.1%; 303 respondents), most of the respondents' occupation are private company employee (87.3%; 372

4.1 Summary of Research Results

respondents). Most purchase frequency is at least 1 time per month (85.2%; 363 respondents) and the spending for each purchase is less than 1,000 - 5,000 (66.2%; 282 respondents).

The first hypothesis put forth that Perceived ease of use has a statistical significant influence on perceived usefulness (r=0.41, sig<0.05). Furthermore, the Beta coefficients value shows that the variable that has the highest positive impact on online purchase intention is perception of web design (H2a) with B=0.352. The lowest positive impact on online purchase intention is perceived usefulness with B=0.039. The hypothesis 2b stated that Perception of usefulness has no significant impact on online purchase intention (r=0.039, sig=0.416). Hypothesis 2c stated that Perceived ease of use has a significant impact on online purchase intention. (r=0.113, sig<0.05) and hypothesis 2d indicates that Perceived enjoyment has a significant impact on online purchase intention (r=0.156, sig<0.05).

Table 1. Hypothesis Testing Results

Hypothesis	Statistical Treatment	Independent Variable	Dependent Variable	Sig.	Beta Coefficient value	Result
1_o: Perceived ease of use has no significant impact on perceived usefulness.	Simple Regression Analysis	Perceived Ease of Use	Perceived Usefulness	0.000*	0.41	Rejected $_o$
$2a_o$: Perception of web design has no significant impact on online purchase intention.	Multiple Regression Analysis	Perception of web design	Online Purchase Intention	0.000*	0.352	Rejected $2a_o$
$2b_o$: Perceived usefulness has no significant impact on online purchase intention.		Perceived usefulness		0.416	0.039	Failed to reject $2b_o$
$2c_o$: Perceived ease of use has no significant impact on online purchase		Perceived ease of use		0.023*	0.113	Rejected $2c_o$

intention.						
$2d_o$: Perceived enjoyment has no significant impact on online purchase intention.		Perceived enjoyment		0.001*	0.156	Rejected $2d_o$

*Note: P-value *< .05*

According to the result in table 1, multiple linear regression was used to test the hypothesis. The results showed that the four null hypotheses **H2ao**, **H2co**, and **H2do** were all rejected, and all had statistical significance. On the other hand, **H2bo** is accepted which had no statistical significant Thus, Perceived Ease of Use, Perception of web design and Perceived enjoyment all have a significant impact on Online Purchase Intention with Online beauty websites. Perceived Ease of Use, Perception of web design, and Perceived enjoyment are the most important factors influencing Online Purchase Intention. The results showed that Perception of web design was the most influential factor, with a beta value of 0.352. The second factor was Perceived enjoyment, with a beta of 0.156. Finally, Perceived Ease of Use was considered to be the weakest factor, with a beta of 0.113. Additionally, the null hypotheses **H1o** was also rejected with the beta value of 0.41 indicates that it has a statistical significance. The summary results are shown in Figure 2.
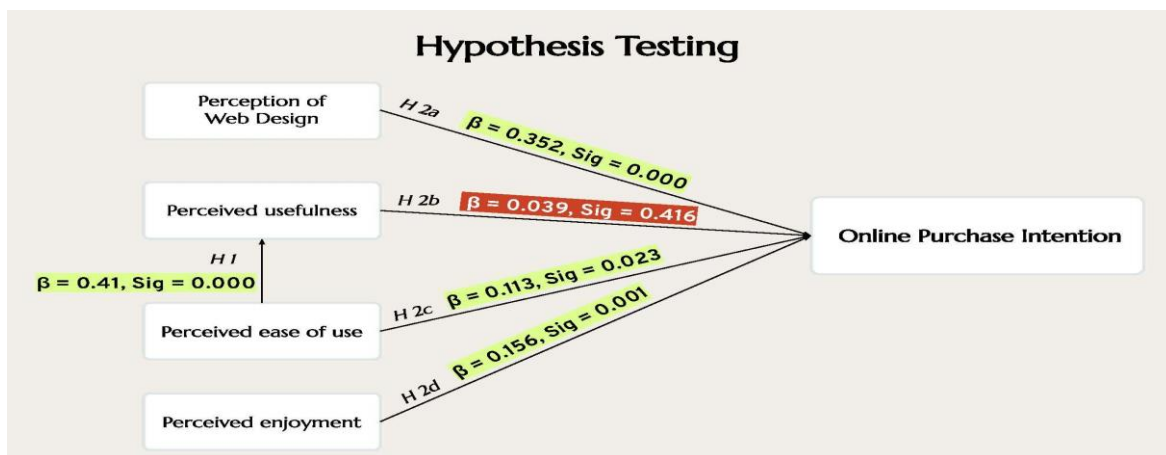

Figure 2 : The Research Results Model

Source: Authors

4.2 Discussion and Implications

By using single linear regression and multiple linear regression analysis the result found that Perception of web design, Perceive ease of use and Perceived enjoyment have statistical significance influence to online purchase intention. For the Perception of web design, this can be because one of the most important aspects of web advertising success is visual design (Cho, 1999). Singh and Dalal (1999, p.92) recognize its relevance in the sphere of the internet, stating that "developing successful communications (ads or web sites) is a critical part in establishing an ideal consumer." Also Perceived ease of use has a significant influence toward Online purchase intention as the term "perceived ease of use" refers to the technological features that online customers believe are required. Clearly, the benefits and technological features that an online business gives to customers have a major impact on the influence of conscientiousness on online purchase intention. As a result, online shopping service providers should place a high

priority on improving the latest and most modern technology that allows online customers to quickly purchase items or obtain services (Moslehpour et al., 2018). Additionally, the statistical analysis found that Perceived enjoyment has a significant influence to Online purchase intention. According to Ramayah et al. (2003), a shopper's reported happiness was linked to messaging, browsing, and purchasing activities. Also, according to Ramayah and Ignatius (2005), the ease of use of technology and the degree to which the consumer is happy with the online purchasing experience are critical in determining the intent of a future e-shopper. Last but not least the sult show that perceived eas of use have a significant influent to perceived eas of use this is align with The Technology Acceptance Model (TAM), which is a technique proposed by Davis (1989) to study the user's acceptance of the information system using rational behavior theory and determined that perceived usefulness is determined by perceived ease of use and internal variables, perceived usefulness is determined by perceived ease of use and internal variables.

5. Conclusion

The goal of this research is to study Factors Influencing of Web design, Usefulness, Ease of Use, and Enjoyment on Beauty and Cosmetics' Online Purchase Intention of Popular Brand. Nowadays, many cosmetics brands are newly born and they are going to jump into the e-commerce market due to their low-cost and easy-to-start business character. Furthermore, an online platform creates a high opportunity for brand awareness and purchase intention. Additionally, the monthly unique visitors to Sephora's website in Thailand are 314.6K people, according to Sephora website data (conducted in February 2022), indicating that Sephora's online purchase intention is possibly strong. As a result, every company should think about developing an e-commerce website. They've been working on creating an internet platform to meet the demands of online buying.

In order to explore the factor influencing online purchase intention of beauty and cosmetic brand, the researcher has gone through related previous

studies and has constructed the conceptual framework which compose of Perception of web design, Perceived usefulness, Perceived ease of use and Perceived enjoyment.

The objective of this study is to test the influenced factors of perception of web design, perceived usefulness, perceived ease of use, and perceived enjoyment on online purchase intention towards popular beauty and cosmetic brands. Which will reflect facts and knowledge that will be valuable to the beauty and cosmetics industry. It is critical for marketers to understand what variables influence customers' decisions to use online sales channels in order to develop an effective plan for increasing online shopping adoption and sales through the online platforms.

As the result, the statistical analysis from questionnaire survey of 426 people who lived in Bangkok, Thailand and have experience in online purchase of beauty and cosmetic products found that Perception of web design, Perceived ease of use and Perceived enjoyment had statistically significant influence to Online purchase intention of beauty and cosmetic product while Perceived usefulness did not. This reflects that the prospect of beauty and cosmetic products put a lot of emphasis on the quality of website design when exploring to purchase the products. The website design of beauty and cosmetic products should not only be visually aesthetic but also easy and simple to use. The design should contain an intuitive user interface, systematic web page navigation etc.

6. Recommendation

The findings of this study will help marketers of Sephora to understand what variables influence customers' decisions to use online sales channels in order to develop an effective plan for increasing online shopping adoption and sales through the online platforms.

In the case of Sephora if we compare the websites of Sephora international and Sephora Thailand there are some of the points of Sophora Thailand which can be adjusted and improved to achieve higher online purchase intention. Although

the exact conversion rate of visitor websites cannot be collected as it is confidential information of Sephora, we can compare the number of visitors which are the initial phase before the purchase intention.

According to Semrush.com Sephora international website (Sephora.com) holds No.1 rank in number of visitors among beauty and cosmetic brands' websites, however, Sephora.co.th website does not experience such success. From the observation Sephora's international website is straightforward, clean, user-friendly, and interactive. It also provides customers with detailed product information, including ingredients, benefits, and ratings and reviews. PayPal and a well-known Thai bank have both verified the payment method. From the researcher perspective working as UX/UI designer for 2 years there are some improvements that Sephora Thailand website can adjust related to the statistical analysis result of the study as the following:

6.1 Perception of Web design

Engaging visuals; option for a simple white background overlaid with high-definition images of their product range. Without conflicting colors obscuring the PNGs, the images ping from the screen and are easy to recognize.

Website and user experience appears to be very simple; The same can be said about its product listing, which follows a standard design pattern. While it is familiar to users, it does not give the user any surprises.

Despite its efforts to offer high-quality product photographs, Sephora's website is not the most aesthetically pleasing. While the SEO suggestions at the bottom of the category page are helpful, they are likely to be overlooked by clients due to their size. Despite presenting some excellent advice, the location does not encourage people to pay attention to it.

Even though Sephora is a forward-thinking company, the general design of its eCommerce site and user experience appears to be very simple. The same can be said about its product listing, which follows a standard design pattern. While it is safe, it does not give the user any surprises.
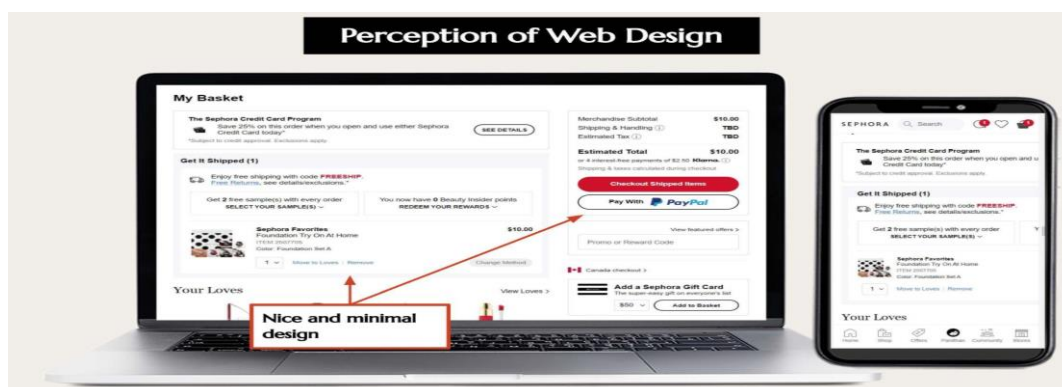
6.2 Perceived ease of use

Easy to navigate; should make finding the most popular product categories instantaneous by linking to skincare, makeup, and fragrances directly from the Hero space. There are too many products on the homepage. This may detract from the overall shopping experience for customers, as too many options on the homepage might be overwhelming for newcomers.

Call to action button (CTA); There is only one "add to basket" button at the top of the page but a lot of scrolling for shoppers to learn about the product. It would be more convenient for customers if the add to basket CTA is stickier, either appearing

at specific intervals within a page or remaining visible as shoppers scroll down the page.

Quick Look functionality; Shoppers may go behind product photos and uncover vital information about a certain item with only one click. They should added a color palette with an X to indicate which tones and hues are now out of stock.

Products Comparison; Assist customer to easily compare different products which ease the process of selecting the right product for each individual's need.The comparison feature should be added to provide convenience of product comparison and allow prospect to make more informed decision on product purchase.
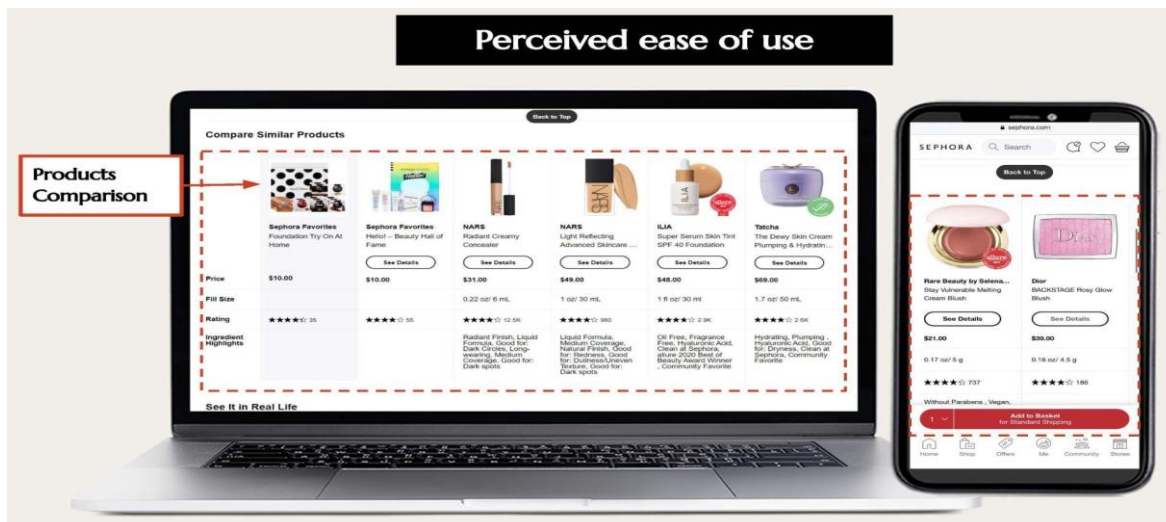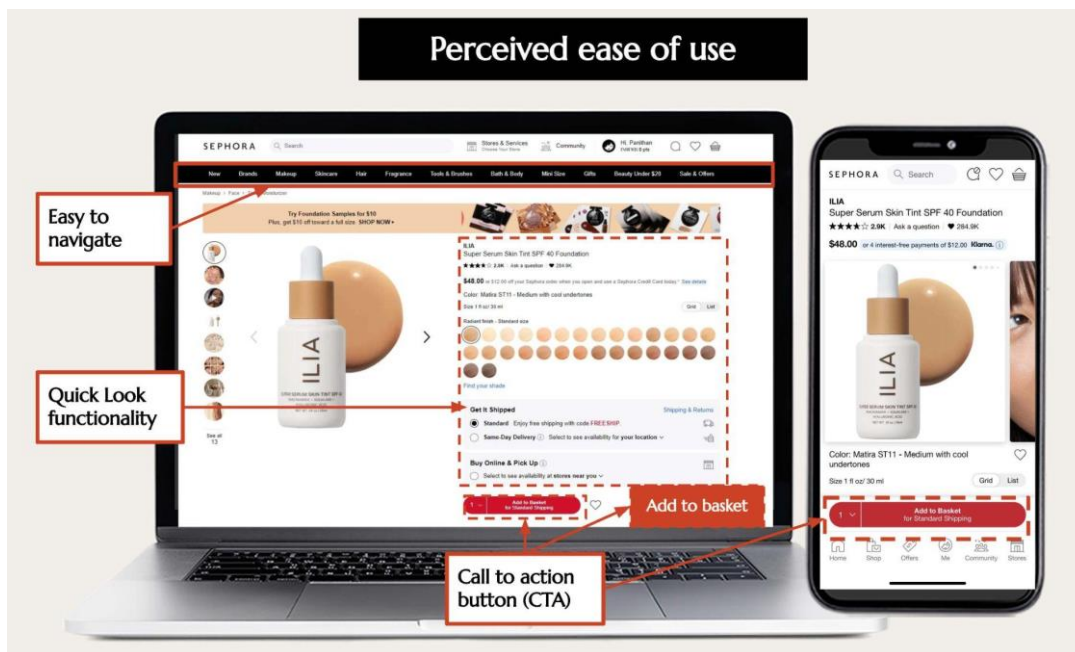
6.3 Perceived enjoyment

Gamification Design; There is still no gamification mechanism to help increase visitors' interaction and make visitors feel entertained during the visiting session. To increase Excitement of shopping , points collection for each product purchased is one of the method of gamification. Also, using point amount to determine level of customer and provide benefits accordingly will increase customer satisfaction as well.

Personalized Suggestions; Offering the right product that user are looking for. Simple but effective; a list of "holiday gifts" and offering products provide customers with shopping inspirations and satisfactions that ultimately lead to purchase conversions.
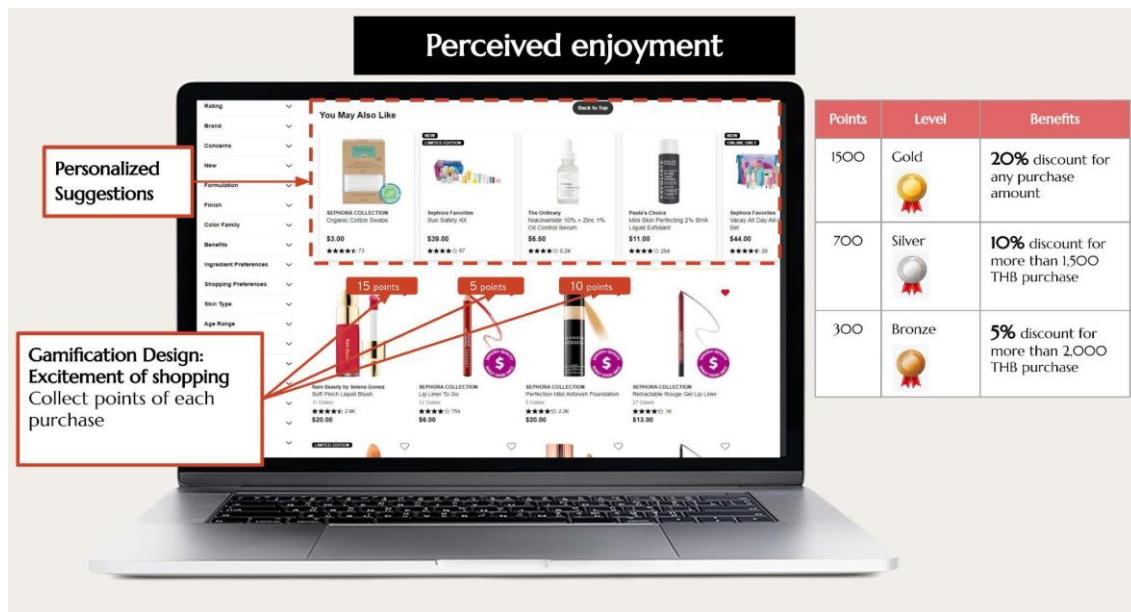
7. Further Studies

This study identifies the Influence of Web Design, Usefulness, Ease of Use, and Enjoyment on Beauty and Cosmetics' Online Purchase Intention towards a Popular Brand in Thailand including Sephora. There are several aspects that the further study could be done to reinforce the model for increasing online purchase intention such as

- To study other independent variables, which may impact Online Purchase Intention. For example, Perceived Risk of Internet Shopping, Purchase Experience, etc.

- The researcher may focus on studying in different specific areas such as other provinces of Thailand or specific districts of Bangkok.

- The researcher may focus on studying in different type of cosmetic, skincare, and beauty products.

- The researcher may explore the influence among different age generations and compare the study between gen X and Y by applying a similar or the same conceptual framework.

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