The Effect of Ease of Usage on Using Mobile Applications: A Case Study on Amazon in Egypt

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Abstract

This research paper aims at evaluating the effect of ease of usage on using mobile applications: a case study on amazon in Egypt. It also aims at defining the relationship between ease of usage and using mobile applications. The theoretical framework includes Technology Acceptance Model (TAM). An online questionnaire was distributed via different social media platforms: Facebook, WhatsApp and Instagram, with a sample of 400 Egyptian youth. The results showed that a substantial portion of Egyptian customers, with 44% occasionally and 5.3% very often engaging in online shopping, demonstrate a noteworthy interest in e-commerce. Consequently, key factors that encourage individuals to shop from Amazon. A predominant factor is the perception that Amazon offers a diverse range of products at competitive prices. The majority of respondents highlight this aspect, emphasizing the significance of product variety and affordability in driving consumer choices. Additionally, the noteworthy statistic of 71.8% expressing an inclination to shop on Amazon again underscores a high level of satisfaction and loyalty among users.

Keywords: Ease of usage; Egyptian youth; purchasing online; Mobile application; Amazon

مستخلص:

يهدف البحث إلى تحديد أثر استخدام تطبيقات الهاتف المحمول على السلوك الاستهلاكي للشباب: دراسة على موقع أمازون في مصر. و يعد البحث من الدراسات الوصفية و استند البحث في اطاره النظري علي نموذج قبول التكنولوجيا (T.A.M) لمناقشة العاملين الرئيسيين اللذين يحللهما (T.A.M)و الفائدة المدركة وسهولة الاستخدام مع المغذي السلوكي للاستخدام وسلوك الاستخدام في منهجية التكنولوجيا. و اعتمد البحث علي اداة الاستبيان و تم توزيعه الكترونيا عبر وسائل التواصل الاجتماعي المختلفة (فيسبوك –و واتساب -وإنستغرام) على عينة مكونة من 400 شاب مصري. و أظهرت نتائج الدراسة أن هناك مستوى متوسطاً في الشراء عبر الإنترنت لدى أفراد عينة الدراسة؛ مستوى متوسط في التسوق عبر الإنترنت؛ ارتفاع مستوى التسوق على موقع أمازون لدى عينة الدراسة؛ انخفاض مستوى العوامل المؤثرة على قرار الشراء من أمازون؛ ارتفاع مستوى رغبة عينة الدراسة في التسوق من موقع أمازون مرة أخرى. و توجد علاقة إيجابية بين استخدام تطبيقات الهاتف المحمول والسلوك الاستهلاكي للشباب، كما أن استخدام تطبيق الهاتف المحمول له علاقة إيجابية بالتأثير على السلوك الاستهلاكي للشباب في مصر، وتوجد فروق ذات دلالة إحصائية في استجابة عينة الدراسة لتأثير استخدام تطبيقات الهاتف المحمول على سلوك المستهلك لدى الشباب في مصر بسبب الخصائص الشخصية.

الكلمات المفتاحية: أمازون ، سلوك المستهلك ، الشباب المصري ، نموذج قبول التكنولوجيا (TAM), تطبيقات الهاتف المحمول، التسوق عبر الإنترنت.

1. Introduction

The world is changing and evolving on a daily basis. Every element of our lives has been touched by the Internet, which now serves as the hub for the majority of our everyday activities. The rise of social media has to be the most significant development on the Internet since it has allowed people to communicate and interact with each other more quickly and effectively, forming a complete online community. Individuals begin exchanging concepts, opinions, information, and even goods. An important turning point in the development of the Internet is the advent of online shopping. It introduces the idea of "electronic commerce".

Social media has brought customers back into the spotlight for businesses by giving marketers new methods to engage with them and creatively incorporate them into their operations. Marketers must comprehend the impact of social media on consumers' decision-making process when making purchases. Social media makes it possible for information to be sent back and forth, therefore each platform helps to provide, receive, and exchange information without being concerned with the location of users. This information flow effects decision-making at every stage of the decision-making process, from comprehending the message to considering alternative possibilities and acting upon a purchase, in addition to impacting how firms reach their target customers. Online shopping is simple and practical, regardless of where you are—at home, at work, or elsewhere. Nearly all stores in industrialized nations have websites where you can make purchases. Promoting deals such as payment on delivery and exclusive discounts for online shopping is a simple task in Egypt. There are well-known websites for a variety of products, including food, furniture, and fashion, in addition to Amazon and e-Bay.

For enthusiasts, internet shopping has become easier with the use of mobile apps. Nowadays, you can purchase nearly anything with a single click, owing to the expansion of social media and internet communities. Well-known online retailers such as Amazon have transformed into useful apps by leveraging cutting-edge technologies. These days, a lot of individuals favor online purchasing over traditional offline shopping because it's so simple. Through digital advertisements, social media apps have further simplified e-commerce linkages, providing simple access to online buying. This has developed into specialized e-commerce apps throughout time that are made expressly to facilitate seamless business transactions.

To sum up, this introduction has established the framework for an extensive investigation into how ease of usage affect the mobile applications, with a

particular emphasis on the situation of Amazon in Egypt. By emphasizing the expanding importance of mobile technology and how it affects consumer behavior, we have pinpointed an important area for investigation. The research described attempts to provide insights into the Egyptian situation, especially with regard to the youth population, in addition to adding to the body of knowledge already available on consumer behavior. This study aims to reveal the complex dynamics at work in Egypt's e-commerce market through a specific examination of mobile app usage patterns, consumer decision-making processes, and shopping behaviors. includes an analysis of earlier research on Amazon, customer behavior, and mobile applications. Perceived utility and perceived ease of use, along with behavioral intention to use and attitude toward utilizing mobile apps, are the two key criteria that TAM assesses in relation to one another. The researcher used this theoretical framework to apply the technology acceptance model.

2. Research Significance

2.1. Theoretical Importance of the Study

▪ Determine the extent of people depending on Amazon .eg for online shopping.

▪ Understand how mobile applications facilitate online shopping.

▪ Understand why people would prefer using mobile applications rather than offline shopping.

2.2. Practical Importance of the Study

▪ The findings will also help e-commerce companies increase the quality of their offerings to customers.

▪ Determine what makes Amazon .eg one of the top shopping apps.

▪ Understand why mobile applications are the easiest and fastest tool for online shopping.

▪ Highlight the importance of creating a secure online shopping environment on Amazon. eg.

3. Research Objectives

This study aims to provide detailed and effective information regarding the impact of ease of usage, especially Amazon, on mobile applications in Egypt. Finally, the primary goals of the study can be divided into four categories:

▪ To determine the extent to which online shopping has influenced youth's consumer behavior.

▪ To determine the factors that influence using Amazon application.

▪ To study the impact of Amazon application on Egyptian consumer behavior.

▪ To identify the difficulties that users encounter while using Amazon application.

4. Background

4.1. Online Shopping

Online shopping, sometimes known as e-tail or e-shopping, is a kind of electronic commerce in which consumers use the Internet to buy goods or services directly from suppliers. It has a big impact on how people go about their everyday lives. People can shop whenever and wherever they want, and all it takes to finish commodity trading, browsing, and shopping is a mouse (Ju et al., 2019, p.97). Online shopping is characterized as electronic commerce in which a buyer buys products or services straight from a vendor via the Internet (Rahman et al., 2018, p. 1).

Online shopping refers to the process that a customer performs to buy a good or service online. Put another way, a consumer can purchase from an online store whenever it's convenient for them and from the comfort of their own home. In online retailers, every product is described in detail using text, photos, and multimedia resources. Many internet merchants include links to further product information (Rahman, 2016, p. 82). The act of making an online purchase of goods or services is known as online shopping behavior, sometimes referred to as online buying behavior or Internet shopping behavior.

The act of purchasing products or services online is known as online buying behavior, and it consists of the following five steps: problem identification, information search, product choice evaluation, purchase decision, and post-purchase help (Baubonienė & Gulevičiūtė, 2015, p. 62). Online shopping is a type of buying where customers utilize the Internet to make direct purchases from retailers and suppliers without the involvement of middlemen. By just sitting down in front of their browsing device, customers may conveniently browse the supplier's online store from the comfort of their own homes. The primary advantage is that clients can visit the suppliers' online stores from anywhere at any time because nearly everyone has access to the internet these days, whether at home or at work (Ahmed et al., 2021, p. 216).

4.2. Mobile Applications

Software that runs on portable devices like tablets and smartphones is known as a mobile application. It is the result of recent technological developments. Mobile applications are the result of the convergence of media, information technology, the Internet, and contemporary technologies. Additionally, a number of academics in the fields of information technology (IT) and

information systems (IS) as well as makers of mobile devices, mobile service providers, and application developers have long been interested in mobile telecommunications. The development of mobile applications, however, is the most intriguing area of study (Phongtraychack & Dolgaya, 2018, p. 1). In general, the following are the main distinctions between the implementations of websites and mobile apps: (Lazaris et al., 2015, p. 4)

▪ Because they are device-specific, mobile apps can be difficult to create and update, but mobile webpages are frequently cross-platform and easily updated.

▪ Mobile apps offer extensive mobile OS integration (including alerts and notifications) and feature-specific APIs that directly access device hardware (such as sensors, cameras, GPS, etc.), whereas websites only support a limited number of hardware APIs. HTML5 seems to be coming up to this gradually.

▪ However, mobile applications offer a better user experience with hardware acceleration and customized software buttons and gestures that makes them perfect for one-handed usage. Websites, on the other hand, rely on the web browser interface to communicate with the user.

4.3 . Ease of Usage

EOU is an acronym for the extent to which users believe a website can make online purchases easier; users are more likely to place an online order if they can do so without the requirement for specialized knowledge (Aref & Okasha, 2020, P. 26). This notion is referred to as the "extent to which an individual feels that adopting a given system would be free of effort" (EOU). EOU has been used to study mobile data services, m-commerce usage worldwide, and smartphone adoption for mobile purchasing. A meta-analysis on the international spread of mobile commerce was conducted by Zhang et al. (2012). The results indicated that although individuals from wealthier nations placed greater value on perceived usefulness, those from poorer nations placed greater value on EOU. EOU improves consumer attitudes and behavioral intentions. For Indian consumers, EOU would be essential because not all smartphone owners are equally adept at using them (Sarkar et al., 2020, p. 14).

Prior studies have indicated that customers' intentions to shop online are significantly influenced by their opinions of the flexibility and convenience of use of online purchasing. Customers' intentions are also significantly influenced by how they perceive time-saving factors. Hu et al. (2009) added that there is a strong correlation between perceived ease of use and intentions to shop online. Furthermore, a significant predictor of intentions to make an online purchase is views of ease of use (Hasan et al., 2021, p. 247).

4.4 .E-commerce

E-commerce is a rapidly growing sector of the economy. Social media is also playing a big part in helping businesses accomplish great things. Rather than merely updating users about exclusive deals and the release of new products, social media platforms aim to strengthen the bond between consumers and online retailers. Using a few social groups and communities, certain social media platforms allow direct selling in place of depending on traditional methods like television, radio, magazines, etc. People's media consumption habits have changed since social media was introduced, which is motivating companies and organizations to employ social media as a public relations and marketing tool. Because of this, social media is being utilized more and more in e-commerce to promote products and services to both current and new customers (Singh & Singh, 2018, p. 22).

Electronic commerce, or e-commerce, is the exchange of goods, services, and information using computer networks. Electronic commerce extends beyond Internet network technology to encompass non-technical computer applications including product delivery systems and payment instruments, as well as technical data stored in databases and electronic mail (Kedah, 2023, p. 51).

4.5 .Egyptian Youth Consumer Behavior

Adolescents are increasingly becoming consumers of digital content. They are the most vulnerable group due to their young age, lack of experience, and limited understanding of digital marketing. Nowadays, consumer values in developing countries are changing quickly. Customers are more aware of the many luxury brands from around the world as a result of globalization, particularly those they perceive as an extension of a self-image they want to maintain increase with ongoing purchases. Although the majority of young students are unemployed, the various product and service companies nevertheless consider them as a significant market group. Young people in developing nations are adopting a more materialistic lifestyle, becoming global consumers, and showing preferences similar to those of people in the West. They are also more aware of foreign goods and are thought to be more conscious than older people (Talaat, 2020, p. 136).

Online advertisements have a significant influence on teenagers. They use this as a decision-making tool and buying guide for any product. Teenagers today are more inquisitive and determined to stay current with their interests. Also, the Internet offers them a simple method of transmission. As a result of these recent technological advancements and the increased social media options for them to engage with global businesses, teens throughout the world have

developed into strong decision-makers in the family purchasing process (Tripathi, 2016, p. 278).

According to a poll by Tata Consultancy Service, 63% of people spend more time on social media. Social media sites like Facebook and Twitter have transformed how young people live, connect socially, and discuss their latest purchases. Social networking sites help young people connect with friends and strangers. As a result, marketers are seeing the potential and possibility of social media as a tool for influencing consumer decision-making (Chellasamy & Nair, 2020, p. 192).

Adolescents have emerged as a critical consumer segment globally due to their huge spending power and significant influence on family buying decisions. Adolescents around the world exhibit several conspicuously similar consumption behaviors, such as brand preferences, online gaming, and the use of social networking apps. Consumer socialization refers to the process by which teens become consumers and learn about the market. The idea of consumer socialization explains how adolescents gradually acquire consumer skills, which are influenced by environmental factors and external agents (Mishra & Maity, 2021, p. 167).

Social and personal factors have an impact on late teenagers' consumption behavior. According to Schiffman, Kanuk, and Hansen (2012), people who engage in conspicuous consumption are impacted by moods, circumstances, and emotions in addition to family, friends, and commercials. The peer reference group is one of the social elements that affect consumption. Conformity is one of the most effective means of peer influence. Social considerations are one of the reasons why teens engage in consumption behavior. Adolescent consumerism is one example of the reference groups that have an impact on people's views and behavior, either directly or indirectly. When people replicate others' attitudes and behaviors in response to actual or imagined pressure, conformity develops (Rahmatika & Kusmaryani, 2020, p. 179).

4.6 .Amazon in Egypt

Amazon.com, headquartered in Seattle, Washington, is a leading global e-commerce platform with around 150.6 million mobile users worldwide. The company, founded in 1994 by Jeff Bezos, initially focused on selling books online but strategically expanded its offerings over the years. Branch offices are established in various countries like Mexico, Poland, Singapore, South Africa, Korea, Taiwan, India, and Japan. In the late 1990s, Amazon diversified into selling computer games and music, expanding globally by acquiring online bookshops in the UK and Germany. By the early 2000s, it

broadened its product range to include consumer electronics, software, home improvement goods, toys, and more. Initially criticized for its unconventional business plan and slow profitability growth, Amazon faced skepticism and was even referred to as "Amazon. bomb" by financial journalists (Warrier et al., 2021, p. 11).

Amazon stands as the frontrunner in contemporary electronic commerce. It has adeptly discerned the intricacies of socio-economic and political variables impacting its performance, formulating strategic plans for growth and global prominence. Despite challenges, the company has implemented successful strategies, leading to substantial revenues. Amazon has intricately mapped out logistics, refining deployment, distribution, and storage selection. A meticulous market analysis guides the company in understanding client preferences, and it has crafted a vision and mission centered on forging enduring relationships with suppliers and customers. (Alshamrani, 2021, p. 77).

Amazon has announced plans to expand its fulfillment capacity in Egypt during 2023, investing in additional storage that will increase capacity by 200%, reaching nearly 100,000 cubic meters. This expansion aims to support the retail industry in Egypt, allowing more selling partners to launch, run, and connect with customers, fostering online business growth. The investment aligns with Egypt's Vision 2030, focusing on building a 'Digital Egypt.' Amazon aims to enhance its fulfillment and delivery network, technology, and workforce to provide a smarter, faster, and more reliable experience for sellers and customers. The company also plans to launch a new global delivery program model in Egypt, supporting income generation for micro-enterprises. Omar Elsahy, General Manager of Amazon Egypt, emphasizes the commitment to contributing to Egypt's e-commerce sector's positive socio-economic impact by empowering employees, associates, and small businesses.

Presently, Amazon's presence in Egypt encompasses a fulfillment center situated in the 10th of Ramadan, boasting a storage capacity exceeding 31,000 cubic meters. This facility houses millions of items, offering customers a diverse range of products. Furthermore, the network includes 22 delivery stations strategically located in cities such as Cairo, Alexandria, Tanta, Ismailia, and Assiut. Additionally, Amazon has established corporate offices and a customer service center to support its operations in the region. (Salama, 2023, p. 1).

Amazon, operating as an e-commerce service in Egypt, has significantly transformed the retail landscape in the country. Offering a vast array of products, from electronics to daily essentials, Amazon has become a go-to

platform for Egyptian consumers seeking convenient and diverse shopping experiences. The platform's user-friendly interface and efficient delivery services have contributed to its popularity. Moreover, Amazon's presence in Egypt has facilitated increased accessibility to international products, broadening the options available to consumers. This expansion of e-commerce has not only provided customers with a seamless shopping experience but has also played a crucial role in shaping the evolving retail dynamics within the Egyptian market.

5 .Research Design

5.3 Theoretical Framework

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) will serve as the theoretical basis for this investigation. TAM created by Davis and colleagues (1989). Fishbein & Azjen (1975) explicitly adopted and implemented the paradigm in their social psychology investigations. This model is typically used to ascertain how customer behavior and information/technology system utilization are related. TAM examines two primary aspects in relation to one another: perceived utility and perceived ease of use, along with behavioral intention to use and usage behavior in the context of technology use. TAM examines the impact they have on one another and their partnership (Davis et al., 1989, p. 998; Lanlan et al., 2019, p. 326).

TAM has applications in user behavior and technology use research. This model has been used by researchers to determine user approval of the usage or adoption of technologies including social media, e-learning, online commerce, and Internet banking (Vijayasarathy, 2015, p. 751).

As shown in figure two, and according to the previous theoretical frameworks and the proposed research questions, the researchers propose a conceptual model to identify the relationship between the variables in this research paper.
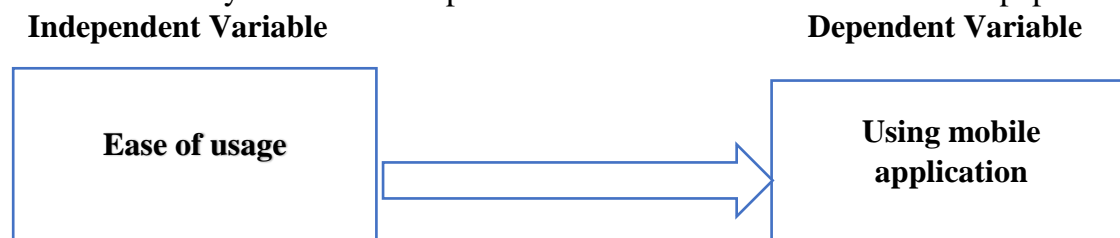
Independent Variable   **Dependent Variable**

FIGURE 1: RESEARCH PROPOSED MODEL

5.4 Methodology
5.4.1 Research Sampling
The researcher uses purposive sampling, a type of non-probability sampling because the participants have specific characteristics (Tayie, 2005, p. 33; Subedi, 2021, p. 10). The researcher choose people from the public to participate in this questionnaire as it examines an issue related to youth who use digital media. To ensure the validity of this sample, a few characteristics must be met:

▪ They must be Egyptian youth between the ages of 18 and 29.
▪ They must live in Egypt.
▪ They must use Amazon application.

The link of the electronic questionnaire form has been distributed on social media (Whatsapp, Facebook, and Instagram) in which 410 respondents answered the questionnaire. Validating 400 responses were collected over a month time from mid-May to mid-June 2023.

5.4.2 Research Questions
RQ1: What are the factors that influence Egyptian customers' behavioral intentions to purchase online goods or services?
RQ2: How does Amazon affect consumer behavior?
RQ3: What are the factors that encourage people to shop from Amazon?
RQ4: What difficulties do youth face when using the Amazon app?

5.4.3 Data Collecting Method
The researcher selects a web-based questionnaire as a quantitative method to investigate the study topic after reviewing previous studies. This approach is selected because it corresponds to the theoretical framework being used. The questionnaire is generated with Google Forms, and the link is shared on many social media platforms, including Facebook, WhatsApp, and Instagram. Multiple-choice and third-degree Likert scale questions are included in the questionnaire.

5.5 Data Analysis
The most widely used software in social science research is SPSS (Statistical Package for the Social Sciences), which is used to analyze the results of the web-based questionnaire. It is also used to recalculate the results after error sampling is removed, test the validity and reliability of the variables, and demonstrate the significance of the findings to the study objectives.

5.5.1 Reliability
the reliability of the three questionnaire parts is determined to be 0.750 for this study: level of online shopping, level of factors influencing the decision

to buy from Amazon, and level of interaction with Amazon are (0.629, 0.836,0.673) separately.

5.5.2 Validity

First, in order to guarantee the consistency of the questionnaire, the researchers relied on face validity. In order to guarantee that the online questionnaire questions are legitimate, consistent, and reflective for the goals, theoretical framework, and the suggested research questions, the face validity approach depends on the opinions of seven research academics regarding the questionnaire and the created questions. Their suggestions were considered and incorporated into the questionnaire, increasing its validity.

6 Findings and Analysis

6.3 Descriptive Analysis

6.3.1 Frequency of Purchasing Online

It shows that very often is 5.3% or 21, while often 19.8% or 79, therefore sometimes 44% or 176, but rarely is 19.3% or 77, other cannot specify is 11.8% or 47.It is evident that there is a medium level (sometimes once a month) of online purchasing among the study sample where the mean is 2.875 and S.D 1.028. This means that online shopping is popular among youths and that most of them prefer online shopping and are at ease with it.

Table (1) Sample Frequency of Purchasing Online

Categories	N	%
Very often (once a day)	21	5.3
Often (once a week)	79	19.8
Sometimes (once a month)	176	44
Rarely (less than once a month)	77	19.3
Can not specify	47	11.8
Total	400	100

6.3.2 Usage of Online Shopping Platforms

It is divided as follows: Noon shopping 39.25 % or 157, Amazon shopping 72.25 % or 289, JUMIA shopping 36.5 % or 146, and other 11 % or 44. The responses show that Amazon is in fact the most popular shopping platform used among youth.

Table (2) Sample Usage of Online Shopping Platforms

Categories	N	%
Noon shopping	157	39.25
Amazon shopping	289	72.25
JUMIA shopping	146	36.5
Other	44	11

6.3.3 Level of Online Shopping

The 2-expression is online shopping level where the high 5 expression is online shopping level where the Medium and the 6 expression is online shopping level where the low shows the medium level of online shopping where the mean is 1.852 and S.D 0.668. This shows that online shopping provides convenience, a wide variety of options, and the flexibility to shop anytime, anywhere.

Table (3) Statements on Level of Online Shopping

N.	Statements	Mean	S. D	Relative weight	Degree	Arrangement
1	I find my choices easily when shopping online with good prices and extra offers.	1.588	0.590	0.529	Low	8
2	I find the performance of online shopping portals with slow processing	2.410	0.611	0.803	High	2
3	I find online shopping easier for me to conduct transactions	1.560	0.642	0.520	Low	12
4	My online shopping increases my consumption more than physical shopping	1.860	0.776	0.620	Medium	5
5	I purchase online services mainly because they save my time.	1.575	0.664	0.525	Low	10
6	I have concerns about the safety of online payment.	1.768	0.670	0.589	Medium	6
7	Online shopping offers me numerous benefits on so many levels	1.545	0.582	0.515	Low	13
8	I would recommend to my friends/ family to shop online	1.580	0.674	0.527	Low	9
9	I will not purchase services online in the future.	2.590	0.585	0.863	High	1
10	I am willing to spend more time shopping online	1.763	0.737	0.588	Medium	7
11	Purchasing services online (online banking, educational, news, shopping…etc.) is not a smart decision.	2.208	0.722	0.736	Medium	3
12	I find shopping online is enjoyable	1.563	0.665	0.521	Low	11
13	My family and friends encourage me to stop online shopping.	2.068	0.764	0.689	Medium	4

6.3.4 Browse on Amazon

It is divide as follows: to navigate new products 20 % or 80, to discover offers from Amazon 34.75 % or 139, to purchase from Amazon 43 % or 172 and other 2.25 % or 9, which means they always like to purchase as it is the easiest way to get their things. This shows that Amazon provides several offers that people are interested to browse and purchase from.

Table (4) Sample according to Browse on Amazon

Categories	N	%
To navigate new products	80	20
To discover offers from Amazon	139	34.75
To purchase from Amazon	172	43
Other	9	2.25
Total	400	100

6.3.5 Frequency of Shopping on Amazon

It shows that very often is 6% or 24, while often 10% or 40, therefore sometimes 32% or 128, but rarely is 32% or 128, other cannot specify is 20% or 80. It is evident that there is a high level (sometimes: once a month or rarely: less than once a month) of the shop on Amazon among the study sample where the mean is 2.500 and S.D 1.101. This shows that Amazon does provide an exemplary service through its vast product selection and reliable delivery services, making it a preferred choice for many frequent online shoppers.

Table (5) Sample According to Shop on Amazon

Categories	N	%
Very often (once a day)	24	6
Often (once a week)	40	10
Sometimes (once a month)	128	32
Rarely (less than once a month)	128	32
Can not specify	80	20
Total	400	100

6.3.6 Prefer to Browse on Amazon

It is divided as follows: Amazon's website 18.25 % or 73, Amazon's mobile application 58.5 % or 234, and both of them 23.25 % or 93, which means that they use more amazon application as it is easier to purchase from. This shows that mobile apps offer added convenience with features like push notifications, easy navigation, and quick access. They often provide a seamless and user-friendly experience, enhancing the overall convenience of

the shopping process. That's why Amazon is preferred as a mobile app rather than a website.

Table (6) Sample According to Prefer to Browse on Amazon

Categories	N	%
Amazon's website	73	18.25
Amazon's mobile application	234	58.5
Both of them	93	23.25
Total	400	100

6.3.7 Sources that Influence to Shop from Amazon

They are divided as follows: Family and Friends 37% or 148, online advertisements 71% or 284, Promotion emails 14.25% or 57, Print and broadcast ads 10.75% or 43, and others 4.75 % or 19. This shows that the use of online advertising is powerful among youth and can influence their consumer behavior.

Table (7) Sample According to Sources that Influence to Shop from Amazon

Categories	N	%
Family and friends	148	37
Online advertisement	284	71
Promotion emails	57	14.25
Print and broadcast ads.	43	10.75
Other	19	4.75

6.3.8 Level of Factors Influencing the Decision to Buy from Amazon

The 1 expression is the level of factors influencing the decision to buy from Amazon where the Medium and 8 expressions is the level of factors influencing the decision to buy from Amazon where the Low shows the low level of factors influencing the decision to buy from Amazon where the mean is 1.497 and S.D 0.635. This means that there is quick and efficient product searches. With advanced search features and filters, users can easily find specific items, compare prices, and read reviews, making the entire shopping process faster and more convenient.

Table (8) Statements of the Level of Factors Influencing the Decision to Buy from Amazon

N.	Statements	Mean	S. D	Relative weight	Degree	Arrangement
1	Online payment safety	1.563	0.760	0.521	Low	3
2	Good prices	1.443	0.581	0.481	Low	6
3	Free shipment	1.658	0.715	0.553	Low	2
4	Useful and fast in searching for products	1.330	0.558	0.443	Low	9
5	The accuracy of the information	1.480	0.633	0.493	Low	5
6	Pre-sales (watching advertising)	1.743	0.691	0.581	Medium	1

N.	Statements	Mean	S. D	Relative weight	Degree	Arrangement
7	After-sales services (refund services)	1.503	0.645	0.501	Low	4
8	The honesty of the website/ app	1.405	0.576	0.468	Low	7
9	The quality of the products	1.353	0.551	0.451	Low	8

6.3.9 Products Purchased on Amazon

They are divided as follows: Books 22.5 %, or 90, Clothing, shoes & jewelry 65.75 %, or 263, Movies, music & games 12.5 %, or 50, Electronics & computers 40.5 %, or 162, Home, garden & tools 21.75% or 87, Grocery, health &beauty 35.5 % or 142, Toys, kids & baby 6.75 % or 27, Sports & outdoors 9.5 % or 38, Automotive & Industrial 7.25 % or 29 and other 5.5 % or 22. This means that Amazon provides high-quality products in clothing, shoes, and jewelry. These are items that are considered to be of importance to youth.

Table (9) Sample According to Products Purchased on Amazon

Categories	N	%
Books	90	22.5
Clothing, shoes & jewelry	263	65.75
Movies, music & games	50	12.5
Electronics & computers	162	40.5
Home, garden & tools	87	21.75
Grocery, health &beauty	142	35.5
Toys, kids & baby	27	6.75
Sports & outdoors	38	9.5
Automotive & Industrial	29	7.25
Others	22	5.5

6.3.10 Weaknesses of Amazon

They are divided as follows: High prices 41.75 % or 167, Difficulty in navigation 19.25 % or 77, Security issues in information 21.75 or 87, Delay in delivery 19.75 % or 79, No direct customer relationship 56.5 % or 226 and other 3.75 % or 15. This shows that Amazon needs to establish better direct customer relationship because this is what makes traditional purchasing better in that specific aspect.

Table (10) Sample According to Weaknesses of Amazon

Categories	N	%
High prices	167	41.75
Difficulty in navigation	77	19.25
Security issues in information	87	21.75
Delay in delivery	79	19.75
No direct customer relationship	226	56.5
Others	15	3.75

6.3.11 Shop Again on Amazon

It is divided as follows: Yes 71.8 % or 287, No 4.4% or 18 and cannot identify 23.8 % or 95. This indicates a high level of willingness of the study sample to shop from Amazon again where mean is 2.673 and S.D 0.558. This means that people are more inclined to continue shopping on Amazon and discover more offers and variety of products.

Table (11) Sample According to Shop Again on Amazon

Categories	N	%
Yes	287	71.8
No	18	4.4
Cannot identify	95	23.8
Total	400	100

6.3.12 Level of Interaction with Amazon

The 2 expression is Level of interaction with Amazon where the high, 8 expression is Level of interaction with Amazon where the Medium, and the 3 expression is Level of interaction with Amazon where the Low shows the Medium of the level of interaction with Amazon where the mean is 1.888 and S.D 0.632. This shows that Amazon's most prominent problem is its delivery service, even when they enjoy the user-friendly interface and offers.

Table (12) Statements of the Level of Interaction with Amazon

N.	Statements	Mean	S. D	Relative weight	Degree	Arrangement
1	I exert a lot of effort in searching on Amazon	2.673	0.558	0.891	High	1
2	I find Amazon is easy to access	2.253	0.640	0.751	Medium	3
3	I find the delivery services on Amazon are slower than other online shopping websites or applications	1.383	0.598	0.461	Low	13
4	Amazon provides updates to navigate the application /website more smoothly	2.095	0.661	0.698	Medium	5
5	I found difficulties in getting help from customer service	1.685	0.580	0.562	Medium	10
6	Finding products recommended by Amazon is very helpful	1.888	0.668	0.629	Medium	6
7	Fake information about Amazon affects users' purchase intention	1.690	0.591	0.563	Medium	8

N.	Statements	Mean	S. D	Relative weight	Degree	Arrangement
8	I am willing to spend more time on Amazon to get my products	1.688	0.625	0.563	Medium	9
9	I will not spend more money when purchasing from Amazon	1.763	0.684	0.588	Medium	7
10	I will recommend Amazon to my family/ friends	2.135	0.688	0.712	Medium	4
11	I trust Amazon as the most reliable online shopping platform	1.560	0.642	0.520	Low	12
12	I think purchasing on Amazon is ineffective	1.643	0.686	0.548	Low	11
13	I enjoy purchasing products on Amazon	2.390	0.655	0.797	High	2

6.4 Answering Research Questions

RQ1 What are the factors that influence Egyptian customers' behavioral intentions to purchase online goods or services?

The study's conclusions show that a significant percentage of Egyptian consumers have a notable interest in e-commerce, with 44% of them buying online occasionally and 5.3% doing so frequently. The recognition that there are a number of advantages to internet shopping points to a favorable preference for this method of making purchases. Even though the benefits aren't stated clearly, it's possible that elements like price competitiveness, variety of products, and ease of use have a significant impact on how customers behave. More research into particular areas, such as user experience, trust in online transactions, and perceptions of product quality, would offer insightful information in order to fully comprehend the impacting elements. By deliberately addressing these characteristics, it may be possible to create an environment that is more conducive to Egyptian adolescents making online purchases.

RQ2 How does Amazon affect consumer behavior?

The study's conclusions highlight how significantly Amazon has influenced consumer behavior. The overwhelming majority of respondents (72.25%) clearly prefer Amazon to alternative purchasing sites, demonstrating the platform's power in influencing consumer decisions. Furthermore, according to 32% of interviewees, they occasionally shop on Amazon, demonstrating a large and regular customer base. The fact that 58% of respondents preferred the Amazon mobile shopping app over the website shows how important mobile platforms are becoming in influencing customer interactions.

Additionally, a staggering 71% of respondents said they plan to shop on Amazon once more, demonstrating the high degree of user pleasure and loyalty. All of these findings point to Amazon's significant influence over consumer preferences, positioning it as a major factor in sustaining consumer engagement and loyalty in addition to being a preferred platform.

RQ3 What are the factors that encourage people to shop from Amazon?

The study's conclusions highlight important elements that motivate people to purchase on Amazon.com. One of the main contributing factors is the belief that Amazon provides a wide selection of goods at affordable costs. The bulk of responders draw attention to this point, stressing how important product diversity and price are in influencing consumer decisions. Furthermore, the significant figure of 71.8% indicating a propensity to return to Amazon highlights a high degree of user happiness and loyalty. These findings imply that people are strongly motivated to select Amazon as their preferred online retailer by the site's competitive pricing and wide selection of products. Comprehending and utilizing these variables can yield significant perspectives for Amazon and analogous platforms seeking to augment consumer involvement and contentment within the ever-changing e-commerce terrain.

RQ4 What difficulties do youth face when using the Amazon app?

The study's conclusions provide insight into the difficulties consumers have when using the Amazon app. One of the most common issues found is that users seem to find the delivery services to be slower than on other platforms. This suggests that a considerable number of users may be concerned about delivery speed. Another significant problem is the annoyance brought on by the lack of real-time customer service, indicating that users consider this to be a significant disadvantage. These observations offer Amazon insightful input that they can use to improve and address their services; in particular, they should concentrate on accelerating delivery times and putting in place more accommodating customer service channels to lessen the difficulties consumers encounter when utilizing the app.

7 Discussion

The study is found that there are statistically significant differences in the response of the study sample to the effect of using mobile applications on consumer behaviour among young people, due to the gender variable at a significant level of 001, which indicates the existence of differences between males and females of the study sample in responding to the impact of using mobile applications on consumer behaviour. Among young people, the differences are in Favour of males, which shows that they are more aware of

and understand the impact of using mobile applications on consumer behaviour.

Also, it is found that there are statistically significant differences in the response of the study sample to the effect of using mobile applications on consumer behaviour among young people, due to the **age variable** at a significant level of 001. This indicates the existence of differences between **age groups** of the study sample in responding to the impact of using mobile applications on consumer behaviour. Among young people, the differences are in favour of 18-21, which shows that they are more aware and understand the impact of using mobile applications on consumer behaviour.

And, it was found that there are statistically significant differences in the response of the study sample to the effect of using mobile applications on consumer behaviour among young people, due to the **district variable** at a significant level of 001, which indicates the existence of differences between **district groups** of the study sample in responding to the impact of using mobile applications on consumer behaviour. Among young people, the differences were in favour of Dream Land, which shows that they are more aware of and understand the impact of using mobile applications on consumer behaviour.

In addition to, it was found that there are statistically significant differences in the response of the study sample to the effect of using mobile applications on consumer behaviour among young people, due to the **academic qualification variable** at a significant level of 001, which indicates the existence of differences between **academic qualification groups** of the study sample in responding to the impact of using mobile applications on consumer behaviour. Among young people, the differences were in favour of high school, which shows that they are more aware and understand the impact of using mobile applications on consumer behaviour.

And, it was found that there are statistically significant differences in the response of the study sample to the effect of using mobile applications on consumer behaviour among young people, due to the **monthly income variable** at a significant level of 001, which indicates the existence of differences between **monthly income groups** of the study sample in responding to the impact of using mobile applications on consumer behaviour. Among young people, the differences were in favour of more than 25,000, which shows that they are more aware and understand the impact of using mobile applications on consumer behaviour.

8 Conclusion

In conclusion, this study investigates the transformative influence of mobile applications on the consumer behavior of the youth in Egypt, with a specific focus on Amazon. The Technology Acceptance Model (TAM) served as a strong framework in the thesis. The four factors of TAM—Perceived Usefulness, Perceived Ease of Use, Attitude toward Using, and Behavioral Intention to Use—provide a structured lens to analyze the youth's acceptance and adoption of Amazon's mobile application in the Egyptian context. By evaluating these factors, the thesis comprehensively assesses the practical implications of mobile technology on consumer behavior, shedding light on how perceived utility, ease of use, attitude, and behavioral intentions play pivotal roles in shaping the youth's engagement with e-commerce platforms like Amazon in the Egyptian market. This analytical approach facilitates an easier understanding of the intricate dynamics between technology adoption and consumer behavior, contributing valuable insights to the realm of mobile commerce research. The hypotheses set out at the beginning of the study are substantiated through the research findings. The positive relationship between the use of a mobile application and its impact on young consumer behavior is affirmed, underscoring the pivotal role these digital platforms play in shaping the preferences and purchasing habits of the youth demographic. Furthermore, the exploration of statistically significant differences in responses among the study sample, based on personal characteristics, adds nuance to our understanding of the diverse ways in which young consumers interact with mobile applications. This highlights the importance of considering individual traits in tailoring strategies for optimizing mobile app experiences.

The results, revealing a widespread inclination towards online shopping and a preference for Amazon, underscore the platform's prominence in the Egyptian market. However, the identified challenge of real-time customer service or interaction emerges as a critical area requiring attention. Addressing this issue is imperative for Amazon to fortify its position by ensuring a seamless and responsive customer experience. In navigating the ever-evolving landscape of youth consumer behavior, these insights serve as a valuable guide for businesses and policymakers aiming to harness the full potential of mobile applications in the Egyptian market.

9 Recommendations

9.3 Theoretical Recommendations

1. Undertake longitudinal studies to track changes over time.

2. Expand demographic considerations beyond age, including socioeconomic status and regional variations.

3. Use a comparative approach that evaluates Amazon against other e-commerce platforms.

9.2 Practical Recommendations

1. Integrate qualitative research methods such as interviews and focus groups alongside quantitative data that can uncover nuanced insights.

2. Investigate broader technological adoption trends, cultural influences, privacy concerns, and user experience metrics.

3. Expand the geographic scope to cover a range of areas within Egypt, including both rural and urban settings to ensure a more diverse representation of perspectives.

By incorporating these recommendations, future research can provide valuable insights into the complex dynamics shaping youth consumer behavior in the evolving landscape of mobile commerce.

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