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# Web Store User Experience of Parolan Pyörähuolto

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## TIIVISTELMÄ

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Tämän opinnäytetyön tarkoitus on selvittää juuri avautuneen verkkokaupan käyttäjäkokemusta ja sen eri osa-alueiden merkitystä kuluttajille. Tutkimuksessa keskitytään erityisesti verkkokaupan käytettävyyteen, sisältöön, sekä luotettavuuteen. Tutkimuksen teoria pohjautuu verkkokauppaan, käyttäjäkokemukseen, käytettävyyteen, sekä luotettavuuteen keskittyviin aineistoihin ja tutkimuksiin.

Tutkimus on toteutettu toimeksiantona hämeenlinnalaiselle pyöräkaupalle Parolan Pyörähuollolle. Tutkimuksen tavoitteena on saada selville yrityksen nykyisten asiakkaiden ajatuksia ja mielipiteitä uuden verkkokaupan käytettävyydestä, luotettavuudesta ja käyttäjäkokemuksesta kokonaisuudessaan, jotta verkkokaupaa voidaan kehittää entisestään. Empiirinen tutkimus toteutettiin kyselytutkimuksena, yhdistämällä laadullista eli kvalitatiivista ja määrällistä eli kvantitatiivista tutkimusta.

Tutkimuksessa havaittiin, että nykyiset asiakkaat pitävät yrityksen nykyistä verkkokaupaa erittäin luotettavana, sekä erittäin helppo käyttöisenä. Toimitus- ja maksutapojen määrää pidettiin erittäin riittävänä, joka lisäsi verkkokaupan ja yrityksen luotettavuutta. Kehitettävää verkkokaupassa ovat sen yksinkertaisuus, sekä selkeämmät kategorisoinnit tuotteille, jotta haluttu tuote olisi helpompi löytää. Kokonaisuudessaan verkkokauppa sai erittäin positiivista palautetta sen käytettävyydestä ja sisällöstä, mutta myös parannusehdotuksia tulevaisuutta varten.



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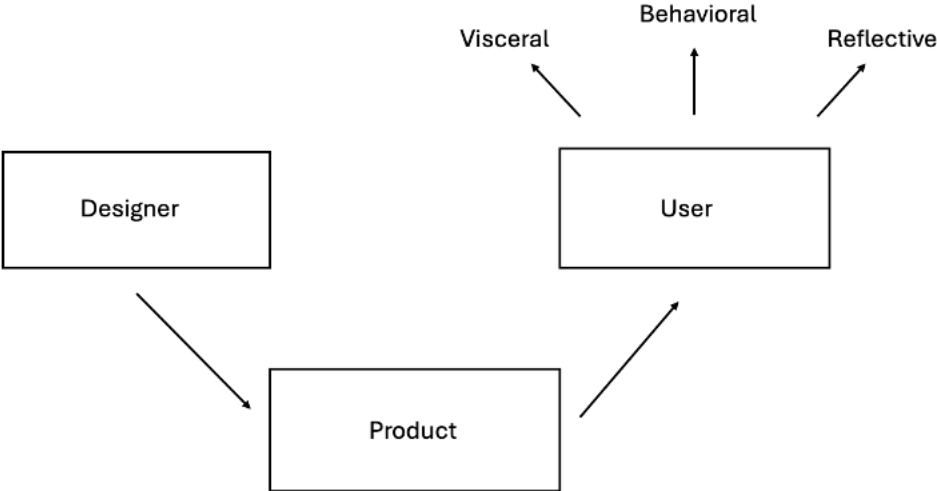
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# **1 INTRODUCTION**

This first chapter of the thesis is going to explain the topic of the thesis, the background for it, and why I chose the topic. After that, the focus will shift to introduction of the company whence the idea for this thesis was given. Continuing then to the last part of the chapter with the research goals and questions as well as the theoretical frame for the research.

## **1.1 Introduction to the thesis**

The importance of having a web store for your company has been growing during the past few years. Due to the growing popularity of web stores across different fields of business, it's increasingly harder for companies to stand out in the field of web stores. Companies that have web stores need to remember that customers are the key to success and that the customers visit different sites with their willingness and are always one tab away from competitors' web stores. This is why the customers should be the number one priority for companies. When customers are shopping online through different web stores, they seek utilitarian benefits, such as ease-of-use and satisfactory outcomes, and/or hedonic benefits, which provide enjoyment of the online experience. (Bridges, E. & Florsheim, R. 2008)

As part of usability, the ease of use of web stores is an important part of the user experience of the web store itself. The balance between being trendy but still easy to use is something that many web stores try to achieve, but sometimes it goes a bit too far. Making a web store more complex can make web store more interesting and seem more useful, but at the same time more distracting. (Huang, 2003) Modern-day innovations like mobile phones, the internet, and social media have removed a lot of time and space restrictions from users and customers. (Koiranen. I, Räsänen. P & Södergård. C, 2016) One common factor that connects most

web stores, but particularly e-commerce web stores that have been doing well for a long time is the fact that they also have a strong connection to their customers. (Paytrail, 2024) Key words in this thesis are web store, user experience, and usability.

## **1.2 Background**

Unlike in a brick-and-mortar store, in e-commerce web stores the customer must make his purchase without seeing the items in real life, and the whole web store purchase experience is mostly based on trust in the company and the information that is found on the internet. (Yuniarti, Arief, Meydia, Yevis & Morta 2022). The key point of this thesis work is the user experience of the company's web store. This thesis is made as an assignment for company Z. Company Z wants to increase its customer base and make its web store easier to use for its customers. This way company Z can make its business more profitable in the long run as well. The thesis is made by gathering theoretical background for it with research reviews and gathering customer base opinions with a survey that is divided into three different parts that each concentrate on one topic of the web store experience.

## **1.3 Introducing the company**

The company that I'm working with is called Parolan Pyörähuolto. It is a Finnish retail bike shop, which focuses mainly on sales and servicing of bicycles. For customers, the company offers bicycles, bike parts, and apparel as well as bicycle servicing. The company has 3 employees and has been in the business since 2017. In the winter, the company also works on skis and servicing them.

The company has concentrated mainly on the business-to-consumer model and will continue to do so in the future. Consumers can purchase products

from the company's brick-and-mortar store or from the company's web store. Parolan Pyörähuolto wants to consistently make their web store better for their customers, which is why this assignment was given to me. With this thesis, Parolan Pyörähuolto can get a current picture of the web store and the current user experience. This will include what customers think are the most important features of the web store, what features can be developed in the future, and what things are working well. With the data from the research, the company can further customize its web store to match the needs of their customers.

#### **1.4 Research goals and objectives**

The main goal of the thesis is to find out what the customer base thinks about different parts of Parolan Pyörähuolto's current web store. In addition to this, part of the research is to find out what are the main factors for purchase decisions and what factors make the web store more reliable.

The decision about the subject of this thesis has been agreed upon by me and Parolan Pyörähuolto. The main reason for this topic was, that Parolan Pyörähuolto wants to use the potential it has with the web store, and with this thesis, the company can receive new ideas on how to customize the web store and make the user experience better for the customers.

The research is done with a questionnaire which is divided into three different topics, which all concentrate on different parts of the web store. The different parts are *Experience, Usability, and Confidence*.

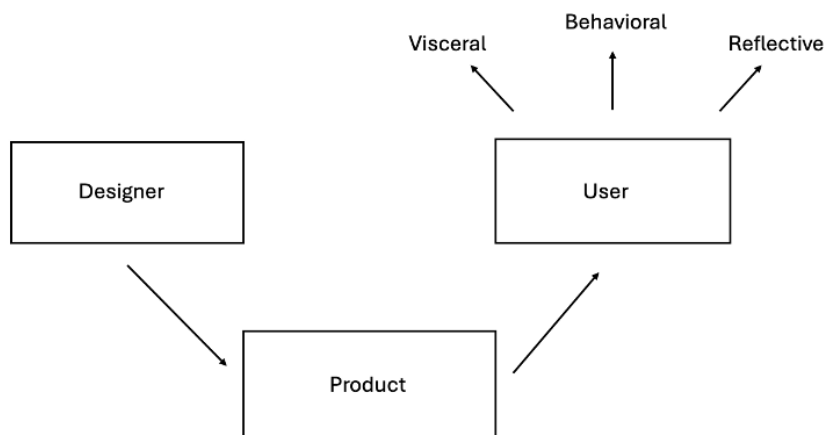
#### **1.5 Theoretical frame**

In this research, the user experience and its formation in different parts of Parolan Pyörähuolto's web store is investigated through theories and past research made from Donald Norman's (1953) description of User Experience (UX). This research focuses only on Parolan Pyörähuolto's current customers and their opinions and views on the company's web store

user experience. This is why theories and past research regarding user experience are great abutments for this research.

Figure 1 describes the human emotional system, in which in this case Donal Norman (1953) proposes that this emotional system consists of three different levels of design, each of which impacts our experience of the product or service in a particular way. According to the theory, users analyze the product or service unconsciously on a visceral level, which is responsible for ingrained qualities of human emotion, on a behavioral level, which refers to the controlled aspects of emotion and on a reflective level, which refers to the conscious thoughts that product or service brings up. (Komninos. A, 2021)

In this research, users refer to the current customers of Parolan Pyörähuolto and their thoughts, emotions, and opinions that the web store interface brings up. Norman's theory can be applied to many different topics, but it could be said that it works the best on this kind of topic, where the focus is on user experience on a digital platform, since the theory is based on designing a user interface.



*Figure 1 Three Levels of Design (Norman 1953)*

## **2 WEB STORE**

In this second chapter of the thesis, the focus will be on the general information about web stores and on the several different characteristics of web stores. The two last parts of this second chapter are about different payment methods and shipping methods used in web stores.

### **2.1 General Information**

While the success of a company or an organization is dependent on many factors, its website plays a central role. (Zhang & von Dran, 2001) According to Posti's yearly research, the web store field has been steadily growing in the past five years, while the Covid-19 pandemic has had a heavy hit on the web store field by skyrocketing the number of purchases made during the pandemic years. After the pandemic years, the growth has slightly regressed due to the uncertainty of the economic balance of households, which was caused by the war in Ukraine that started in 2022 and has been going on ever since. (Web Store Indicator 2024)

According to Paytrail, there is also some dichotomy happening in the web store sector, since some industries are doing very well with average purchase prices growing, but on the other hand, other industries are struggling to stay in the business. Despite the challenges, the average purchase amount grew 9% over the year 2023. With the popularity of traditional web stores in the commercial field, the web stores that are offering traveling and other services are also growing rapidly. This means that new businesses from different industries are going online. (Web Store Overview 2024)

The biggest profits for businesses that are operating web stores come from the customers, so the customer experience and the usability of the web

store should be the number one priority of the businesses. (Zhang & von Dran, 2002)

## **2.2 Characteristics**

Web stores need different features to offer the best user experience for their customers. The features that web stores need to achieve that goal depend on the intended use of the web store. It is seen that many successful web stores are removing as many obstacles as possible between users and the products they are looking for. (Steele, B. 2024)

One of the most important features for a web store to be competitive is making sure it works well on mobile phones as well as on laptops. According to Flow Matters, 75% of purchases made online are made on mobile phones because it saves time and is more convenient. (What Do Customers Want from E-commerce Websites? 2024)

Encouraging Window Shoppers and Browsers to buy the company needs to know how to welcome them to the web store. Understanding these behaviours is crucial for retailers looking to convert window shoppers into buyers. Tailoring marketing strategies, engaging displays, interactive elements, and personalized shopping experiences can transform browsing behaviour into purchasing decisions, thus increasing sales performance. (Naradauskas, L. 2024)

## **2.3 Payment methods**

Rapidly accelerating digitalization has already changed and will continue to change the different payment methods globally. (Mobilepay, 2022) There are now multiple different payment methods in web stores that you can use such as debit- and credit card payment, online bank service, instalment, and mobile payment. In addition to these, there are many new methods to

come. Comparing different payment methods internationally, online bank service methods have been the most popular payment methods in Finland. (Paytrail, 2024)

Mobile payment markets have been getting bigger throughout the last few years, and the main factor behind the popularity is the ease of use and the perceived usefulness of mobile payment methods. (Huang, T., Huang, C., & Hang, G., 2024) Making purchases through your mobile phone has made online shopping much easier and faster. On the same note, mobile wallets like Apple Pay, Google Pay, and PayPal have impacted the web store payment system heavily. This phenomenon is not only happening in the web world since it can be also seen in brick-and-mortar stores, where some of the stores won't even accept cash as a payment method anymore. This phenomenon was mostly accelerated by the COVID-19 pandemic.

(Huang, T., Huang, C., & Wang, G., 2024) According to Paytrail, 57% of the payments made by Finnish people were made through online bank services, and 30% were made by mobile payment services. It was also noticed that Apple Pay's part of mobile payments grew over 60% in the first half of 2024 compared to the first half of 2023. (Web store in Finland 2024)

With the ease of use of online bank services and mobile wallets, they also come with different risks for users if they happen to get lost for example. According to Mobile Pay, mobile payments are however safer options compared to cash- or card payments, since mobile payments are safe from the usual security risks that might happen with card payments, like PIN-code snoring or card skimming that might happen at ATM's. (Security of mobile payment – why is mobile a safer option than cards and cash? 2022)

## 2.4 Shipping methods

After the rapid acceleration of web stores, the shipping amounts have also increased a lot and new shipping methods have come up because of the needs of customers. It's not enough, that items and goods are available and can be seen on the web store, but they also must be able to be delivered to customers on time and cost-effectively. (Tieke, 2024)

Those shipping methods offered in web stores also impact sales and potential customer relationships. If a web store doesn't offer shipping methods that customers would want, those customers simply leave it to the store and won't order it.

(Tieke, 2024) On the other hand, another thing that will affect the customers is the price of different shipping methods. Web stores can try to increase the average order by giving free shipping on orders that are bigger than a certain amount. (Tieke, 2024) According to Paytrail, the average order has been growing steadily in all different web store categories, in which the e-commerce web stores have had the biggest growth in the average order size increasing the size by 9% by the start of 2024. (Verkkokauppa Suomessa 2024) Regarding shipping methods, web stores in Finland also need to keep in mind, that returns need to be handled smoothly. In Finland, it is statutory for web stores to offer the possibility to return a product 14 days after receiving the product. (Kilpailu- ja kuluttajavirasto, 2024)

### **3 USER EXPERIENCE**

In this third chapter of the thesis, the focus will be on general information and background about user experience. In the second part of the chapter, the focus will be on the experience, continuing with the usability of web stores and in addition, on the confidence and trustworthiness of the web store.

#### **3.1 User Experience background**

User experience is one of the most important features of successful e-commerce websites. Every possible product and service that is available for customers involves some kind of user experience. User experience of physical products forms for example from the materials used to manufacture the products and where it's manufactured as well as the lifetime of the product. On the other hand, in digital services and products, the user experience forms from the visual interface, ease of use of the website, and the availability of the products. (Ahonen. V, 2024)

The shorter term for user experience is called UX, which is used very often while talking about user experience and is mainly used while talking about digital products and services rather than physical products. However, there is not only one definition for user experience. Donald Norman, the person who brought the term "user experience" to the public says in Nielsen Norman Groups (1998) article, that the first requirement for user experience is to meet the exact needs of the customer, and after that comes the simplicity and elegance that produce products that are a joy to own and use. Norman also says that true user experience goes much deeper than just giving customers what they say that they want.

To achieve the user experience that the company is aiming for, they need to have seamless merging and collaboration of multiple disciplines, including engineering, marketing, and graphical design. The home page with only a modern look doesn't make the user experience better by itself if the whole website doesn't work well as well. The importance of having a good user experience in a company's web store can't be overlooked nowadays since the competition is getting harder each year in every field of business.

### **3.2 Experience**

Experience of using a website consists of many different variables. Visuals, design, and usefulness are something that customers notice first when clicking on a website. The website must be designed so, that the website feels attractive to use, because the customer is always only one click away from competitors web sites.

UX designer LJ. Hazzard (2022) says in Falmouth University's article that while it's tempting to design something unique, consistency is usually a better way to make the experience better. Hazzard also says that this is due to the reason that humans like familiarity, so the consistency in different parts of the website makes the site much more comfortable for the customers. If the website is comfortable to visit, the customers are more attracted to stay on the site much longer and are more likely to make purchases.

### **3.3 Usability**

Usability is one of the most important parts of the user experience. Usability measures how easy the service or a product is to use. According to LJ. Hazzard (2022), good usability means that users should be able to complete their actions accurately and effectively and perform tasks quickly

while meeting their needs. The importance of usability has been known so well that there are standards to measure it made by the ISO (International Organization of Standardization). Two of the standards that apply to e-commerce websites are ISO 9241-11:2018, which provides a framework for understanding the concept of usability and applying it to situations, where people use different interactive systems, and ISO 9241-210:2019.

In the latter, user experience is defined as the user's sensations and reactions resulting from the use of the system (International Organization of Standardization, 2018) If a website is hard to navigate through or search for products that are wanted, the usability of the web site isn't on par with the needs of the users. In e-commerce websites, it's also important to consider the exact need of the website, whether it's to for example get more customers or to just sell more products. Knowing what the exact needs of the website are, the company can shape its website towards the exact needs and make it better suitable for its target customers.

### **3.4 Confidence**

Having a reliable and trustworthy website is one of the most important goals for companies when making a new website or renewing one. A good reliable website consists of all the website parts done well and merged into one website. Without having a reliable site, customers can easily choose to order from different websites, rather than taking a risk. American software platform Civicplus (2024) has made a checklist for companies, where they have given out five key indicators for making sure that the website is made as reliable as possible.

According to CivicPlus (2024), every website should be accessible for every kind of user regardless of their abilities, updated regularly to ensure that the site doesn't have unwanted errors or missing links for example, cross-

browser compatibility to make sure that the site works well on different platforms and browsers, secure to ensure safe and secure shopping experience for customer and to be clear and have accurate information about the products and contacts. (What Makes a Website Trustworthy?)

## **4 RESEARCH METHODS**

In this fourth chapter of the thesis, the focus will be on explaining the background for the research. The second part of the chapter is about the methods used to perform the research. In the third part, the focus will shift to the ways that were used to gather data for the research.

### **4.1 Research background**

As mentioned previously in Chapter 1.3, this thesis is made as an assignment for a company called Parolan Pyörähuolto. The company is introduced in chapter 1.3. Parolan Pyörähuolto has had its website available since 2015, and it has been updated regularly to match the needs of the customers. The web store part of the website was published in April of 2024. Since the web store has just been launched, the company doesn't have a lot of data to compare to, but with this research, they can get useful data from the users for the future.

Parolan Pyörähuolto has a goal of staying up to date with the current market trends, reaching even more customers through the web store, and to keep the current customer base engaged. Since Parolan Pyörähuolto already has a web store and a web site, rather than creating completely new web store, the assignment was given for me to further enhance the current, well working web store towards the current needs of the customer base. With this research, Parolan Pyörähuolto can get a lot of information about its customers and the current market in which they are working. This information from the research helps them to customize and shape the web store platform to match the current needs of the users and keep their web store up to date.

## **4.2 Research method**

The research method that was chosen for this thesis is a mix of both qualitative- and quantitative methods. A qualitative method was chosen for this research since the subject of this thesis concerns user experience and perspectives of the customers. In qualitative research, the goal is to find out what are the experiences, perceptions, and behaviors of the participants in the research. It answers the how's and why's instead of how many or how much. (Tenny. S & Brannan J-M. & Brannan G-D, 2022) In qualitative research, the participants can talk about their experiences and thoughts relatively freely, without answer options made in advance. In this research, the goal is to find out what the customers think about different parts of the web store. In addition, it's also crucial to find out what parts of the web store have the biggest impact on the user experience and what is the general image of the web store.

In addition to the qualitative method, it is also important to get numeric data from the customers as well, so the quantitative method is also needed to implement the qualitative answers. In the quantitative research method, the goal is to collect statistically significant information from existing and potential customers. The main characteristic of quantitative research is that the results are in numeric form. After collecting these results, it's possible to predict the future of a product or service and make changes according to the results. (Fleetwood. D, 2020) Conducting research with both methods, will give data from both numerical and non-numerical sides and help with getting accurate information about the user experience of the web store.

In this research, the data analysis is made by the statistical analysis method, since the research is made by survey where the data is in both numerical and written form. The data that is in numerical form, is easy to

analyze and compare as such, but written form data must be changed to comparable form such as categorized. Before the analysis, the data must be cleaned to ensure that answers made purposefully wrong, and inappropriate answers are taken out as well as those responses, where not all questions all answered. These kinds of factors can degrade the data quality and affect the outcome. To help the analysis of the results, the whole survey will be divided into three sub-categories that are 1. Experience, 2. Usability and 3. Confidence. Responders aren't told that the questions are sub-categorized, since that only helps with analyzing the material after the research is done and data is gathered.

### **4.3 Gathering data**

In this research, the data collection is done by survey. Surveys are one of the most popular methods of data collection for quantitative methods as well as qualitative methods. This meant, that the survey had both open and multiple-choice questions. The goal of the survey is to get quality answers and having both options was useful so that responders would stay motivated while answering. The survey was chosen, because the numerical data could be easily analyzed after, and the more open questions could give important data to verify the quantitative answers as well as give more specific answers that would help the research.

At the center of the research are people who use web stores and more specifically the respondents chosen for this survey are the current customers of Parolan Pyörähuolto. The survey is sent to customers at the same time via email so that the time frame for answering is the same for every customer. Current customers of the company were chosen, because the goal of the research was to get data from the user experience of the company's web store, thus the current customers would give the most accurate data for the research. It also benefits the research, if the current

customers have experience from other bicycle industry web stores as well, so that they can compare features. In addition, usually, they have already formed a perception of what they think are the most important features of web stores, which helps while answering the questions.

In this research, the respondents were chosen by cluster sampling, since the sample size was only limited to the current customers of the company. Cluster sampling can also be used when the researcher does not have a comprehensive list of all observation units. (Tietoarkisto, 2021) There was no age restriction in the research since it only benefitted the research to get data from many different age groups since the age differences can produce more dispersion in the results. The research was carried out as an internet survey and all the respondents were aware of the end goal of the survey and permitted to use their data anonymously for this thesis research.

## **5 FINDINGS OF THE RESEARCH**

In this fifth chapter of the thesis, the focus will be on the results of the research, which was in this thesis carried out as a survey. The evaluation of the result is divided into three different parts. The survey questions were divided into same categories to help with the evaluation.

### **5.1 Evaluating the findings**

The goal of this survey was to get the overall picture of the web store by finding out what factors affected the experiences and opinions that the current customers had. All the participants in this survey had already visited the web store of Parolan Pyörähuolto before and were familiar with purchasing products from web stores in general. In general, the participants had very similar opinions regarding the web store and the overall feedback of the current web store was very positive.

#### **5.1.1 Usability**

The first part of the survey was about the usability of the web store. When asking what the most important information should be found on the home page of the web store, the most common answers were: Information about sales and new products, Clear product categories and Opening hours, and the Address of the retail store. In addition to this, it was also seen, that only 9% of the participants thought that Chat- help was important in the home page.

While asking about the most important feature of the web store, participants had also a very similar take on the subject while over 58% of the participants said, that detailed information on the product balances in the retail store was the most important feature of the web store. Two of the second most common answers were opening hours and address of the

retail store had 16% of the votes and information about different payment methods had 12,8% of the participants saying so. Like in the first question, Chat-help was seen very ineffective tool, while only 2,1% of the participants said that it was the most important feature.

### **5.1.2 Contents**

The second part of the survey was about the contents of the web store and how easy it is to navigate through. As in the first part, participants had very similar experiences regarding the contents with some dispersion as well. The information on the products on the web store was seen as very sufficient, while close to 82% of the participants said that they thought that the products had enough information to make a purchase decision. It was also seen that the product categories in the web store were easy to navigate through and found quickly, but it had a bit more dispersion, while close to 70% of the participants said that the product that was wanted could be found easily or very easily, but then 26% said that it was a bit difficult to find the right product. The number of payment options and shipping methods were on the other hand seen as very sufficient in the web store, when over 89% of the participants stated so, which means that the current payment- and shipping method offering is on par with the needs of the customers.

### **5.1.3 Trustworthiness**

In this third part of the survey, the questions were about the confidence of customers regarding making purchases on the web store and how reliable the web store was. When asked does buying products from the web store feels reliable, the participants were on the same note, while over 94% of the participants said that they felt like the web store was reliable to use and make purchases. About the first question about the reliability of the

web store, while asking what kind of image the web store gives about the company, there were several indicators that the web store was seen as very easy to use and reliable to make purchases from.

*“Generally speaking, the image of the company is very professional. The general appearance of the pages does look good.” - Participant X*

*“The image I got from the web store is very knowledgeable.” - Participant C*

Participants also gave constructive feedback on the current state of the web store and how it could be improved in the future.

*“More pictures and information about the bikes that the retail store currently has. Also, information about what bikes are coming/possible to get.” Participant B*

*“The balances for the bikes don’t seem to be correct.” Participant Z*

As a whole, the web store was seen as relatively easy to use and in addition, as a very reliable web store to use and make purchases from.

## **6 CONCLUSION**

In this sixth chapter of the thesis, the focus will be on the research conclusion and what are the meanings of the findings. The first part is a conclusion of the research comparing to the theoretical part. The second part is about how the findings are seen from the practical point of view. In addition to these, the limitations of the thesis are also gone through in the last part of the chapter.

### **6.1 Research conclusion**

The goal of this research was to give Parolan Pyörähuolto a clear image of their current web store by gathering information from the current customer base of the company. To stay in touch with the current needs and trends, the company wanted to conduct this survey to get data from the customers to further develop their web store's user experience. Every aspect of the web store; content, usability, and trustworthiness influenced the customers and most of the customers were able to give good reviews and share their experiences. In addition to the experiences and reviews, the participants gave useful development ideas for the future. Changes that come from ideas given by the customer base are also very important for the company since it shows that the customers who trust the company are also able to influence the development of the processes and this way may stick to the company in the future as well. When users perceive the web store as being easy to use and sufficient, their satisfaction gradually increases and builds trust in the company. (Liu, et al 2025)

For most of the participants in this research, the most important information that would have to be found on the front page of the web store was information about the retail store. This gives a picture that most of the participants are more likely to visit the retail store and are most likely

familiar with it. Usability was also very important on the front page since having clear product categories was seen as one of the most important parts of it. On the other hand, one significant feature that aims to further improve the usability that the company has, the chatbot, was not seen as important by the participants. Although the participants didn't think that the chatbot feature was important, it surely benefits the user experience of the web store. If users have inquiries that need quick answers, the chatbot can give the appropriate answer much faster than by being in contact with customer service. (Holdsworth, J. 2024) This way the chatbot is improving the service quality with its appearance, even though it might not be seen as one of the most important features. Most of the participants shared the same thoughts as payment- and shipping options as well as the exact information of product balances were seen as truly important features. The importance of payment methods extends outside the transaction process since they are also integral to building customer trust in the web store, which influences users' feelings towards the company. (Rahman, M-M. Et al. 2024)

In its entirety, customers see the web store as easy to use and reliable. Participants have been pleased with the web store and the features that it offers and the usability of it. Development ideas given by the customers through the survey are taken into account by Parolan Pyörähuolto to further improve the user experience of the web store in the future.

## **6.2 Practical meaning of the findings**

In today's world, digitalization makes sure that web stores are continuously improving. Since web stores are a crucial feature of companies' strategy, the competition in the web field is getting a lot higher. To stay ahead of the competition, companies are having to put even more emphasis on the continuous development of the web stores to further improve their user experience.

This research gives Parolan Pyörähuolto better insight into the current state of their web store user experience. The research brought up information that showed that the overall feeling towards the web store was very positive. Ease of use, selection of payment- and shipping methods, and clear product categories were seen as very important features of the web store. This research can give Parolan Pyörähuolto and other similar companies an insight into which features should be paid attention to improve even more, and what features of the web store are working well already.

## **6.3 Limitations**

This research had limitations, which might have impacted the results of the research. The goal of the research was to find out the feelings and experiences of the current customers towards the web store of Parolan Pyörähuolto. This research was done in a limited time frame, which meant that the research had to be done with fewer participants and in a way that it fitted into the time frame. The web store is also very new, which means that this research was a good starting point indicator for the web store and opens good possibilities for new research about the same subject in the future well to measure the effects of this research.

Due to the limited resources available, the participants of the survey were decided to be current customers of the company to make sure that the participants were familiar with the web store beforehand. This affected the results, but it made sure that the data from the survey was accurate. In possible new research, the survey could be conducted with participants who aren't familiar with the company already, which could create more dispersion in the results. Research questions were about usability, trustworthiness, and contents of the web store. Each of the three dimensions is such a necessary feature for user experience in a way, that new deeper research could be conducted on either one of them alone. Web shops is a subject that needs research regularly, since they are changing ever so slightly all the time according to the latest trends which pushes companies to constantly put more emphasis on the continuous development to stay ahead of their competitors.

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