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Shaping digital delight: The role of user experience in marketing

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Abstract---In today's hyper-connected world, where digital touchpoints define brand perception, user experience (UX) has evolved from a design concern to a strategic marketing imperative. This study explores the intersection of UX and marketing, highlighting how an intuitive, engaging, and emotionally resonant digital experience can drive brand loyalty, conversion rates, and long-term customer value. The study collected data from multiple touchpoints, such as websites and social media platforms, and employs regression analysis and correlation coefficients to evaluate how user experience dimensions influence marketing outcomes. This study concluded the pivotal role of user experience in driving marketing effectiveness for Apple Vision Pro. Future research could explore the integration of AI and AR to enhance personalized user experiences, investigate the long-term effects of emotional design on engagement and loyalty.

Keywords---AI, Digital user experience, Marketing, Apple Vision Pro.

I- Introduction:

Digital User Experience (DUX) refers to the overall interaction and satisfaction a user derives from engaging with digital interfaces, such as websites, mobile apps, software platforms (Okonkwo, 2024, p. 31), and emerging technologies like virtual and augmented reality systems. At its core, DUX aims to

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make these exchanges intuitive, efficient, aesthetically pleasing, and meaningful, ensuring that users can accomplish their goals with minimal friction while enjoying the process. Traditionally, the domain of UX is multifaceted and draws from disciplines like human-computer interaction (HCI), cognitive psychology, design thinking, information architecture, and usability engineering (Ali, 2023, p. 25). In its early stages, UX was often conflated with usability—centered primarily on task success rates, error reduction, and ease of navigation—but over time, it has evolved to encompass a broader emotional and experiential dimension (Marques & al, 2021, p. 7194). The traditional domains of UX typically include interaction design, which focuses on the behavior of interactive systems and user flows (R & al, 2023, p. 4043); visual or graphic design, which covers layout, typography, color theory, and overall aesthetic coherence; information architecture, which involves structuring and organizing content in ways that align with users' mental models; and usability testing, which uses methods such as A/B testing, eye tracking, heuristic evaluation, and user interviews to identify and solve interface issues (Qi & Xu, 2024, p. 2). Another essential domain is content strategy, which ensures that the language, tone, and structure of digital content align with user expectations and business goals (Darvidou, 2024, p. 56;60). Accessibility is also a critical traditional domain, aiming to make digital experiences inclusive for users with diverse abilities by adhering to guidelines such as WCAG (Dobbala & Lingolu, 2024, p. 106). Front-end development, though more technical, intersects with UX by translating design concepts into interactive code that users directly engage with (Jonathan & Suprihadi, 2023, p. 535). User research, both qualitative and quantitative, serves as the foundation of UX work, informing all design decisions through methods like surveys, focus groups, ethnographic observation, and usage analytics. As technology evolves, these traditional UX domains are increasingly interconnected with new disciplines such as behavioral design, persuasive technology, and ethical UX, yet their foundational principles continue to serve as the bedrock of user-centered digital product development.

Marketing outcomes are becoming increasingly intertwined with the quality of user experience (UX), to the point where a brand's success or failure in capturing and retaining customers often hinges on how intuitive, seamless, and emotionally engaging its digital interactions are (Ahmed & al, 2022, p. 864843). In the past, marketing efforts focused primarily on messaging, reach, and visual appeal, but in the modern digital landscape, where competition is only a click away and consumer expectations are shaped by tech giants like Apple, Amazon, and Google, UX has become a powerful differentiator (Li & al, 2024, p. 216). Consumers now evaluate brands not just on the strength of their message but on how easily they can navigate a website, how fast it loads, how personalized their experience feels, and how consistent the experience is across devices and channels. Poor UX—such as cluttered interfaces, confusing navigation, slow page speeds, or friction-heavy checkout processes—can negate even the most creative and well-funded marketing campaign by frustrating users and causing drop-offs before conversions can happen. On the other hand, a thoughtfully designed digital experience can elevate every stage of the customer journey, from awareness to consideration, conversion, and loyalty (Chabán & Ruz-Mendoza, 2024, p. 3). For example, when a landing page is tailored to specific ad campaigns, loads instantly, and delivers exactly what was promised in the promotion, the likelihood of conversion increases dramatically. Similarly, features like AI-driven product recommendations, live chat support, and minimal-click checkout flows reduce user effort and enhance satisfaction, leading to higher engagement rates, repeat visits, and brand advocacy (Inavolu, 2024, p. 12). Moreover, positive digital experiences are frequently shared on social media or through reviews, effectively turning users into marketers themselves. UX also affects deeper marketing metrics, such as customer lifetime value (CLV), retention rates, and even brand sentiment, since a brand that respects a user's time and provides value through smooth digital interactions is more likely to be trusted and favored in the long term (Ali & Shabn, 2024, p. 2361329). In this sense, UX design is no longer a back-end concern relegated to product teams; it's a central pillar of strategic marketing, demanding close collaboration between marketers, designers, developers, and data analysts. As the digital landscape grows more complex with the introduction of voice interfaces, augmented reality, and omnichannel ecosystems, the influence of UX on marketing outcomes will only intensify (Gupta & Bansal, 2022, p. 6), making it essential for

marketers to view UX not as a nice-to-have, but as a core driver of business performance and brand equity.

1. The theoretical framework of the study

In the evolving landscape of digital marketing, user experience (UX) has emerged as a pivotal element influencing customer satisfaction, loyalty, and brand perception (Sudirjo & al, 2024, p. 1850). As digital touchpoints become more prevalent, it is hypothesized that enhanced UX directly correlates with higher engagement rates and improved brand equity. One possible hypothesis is that a seamless and intuitive digital experience significantly increases user trust and purchase intent (Sahara & Windasari, 2022, p. 58). Another asserts that positive UX design contributes to sustained customer retention by fostering emotional connections with the brand. Additionally, it can be posited that UX serves as a mediating factor between digital content and consumer behavior, amplifying the effectiveness of marketing strategies (Theocharis & Tsekouropoulos, 2025, p. 4125). These hypotheses aim to explore how UX functions not only as a design feature but as a strategic marketing tool essential for shaping digital delight and driving business success (Vărzaru & Bocean, 2024, p. 360).

Based on the above discussion, this paper proposes the following assumptions:

H1. Usability has a positive impact on marketing.
H2. Satisfaction has experience has a positive impact on marketing.
H3. Engagement has a positive impact on marketing.
H4. Performance has a positive impact on marketing.
H5. Design has a positive impact on marketing.
H6. Trust has a positive impact on marketing.
H7. Service has a positive impact on marketing.
HP. UX has a positive impact on marketing

1.1. Definition of study variables

User Experience (UX) has evolved far beyond its early conceptualization as a pre-sale touchpoint intended solely to attract and convert potential customers—it has become a continuous engagement tool that spans the entire customer journey, influencing interactions long after the initial purchase. In today's hyper-connected digital environment, where customers expect seamless, personalized, and meaningful interactions at every stage, UX serves as the connective tissue that binds users to brands across time and context (Liu & al, 2024, p. 1950). From onboarding processes that set the tone for long-term usage, to post-purchase support portals, intuitive user interfaces, personalized dashboards, and even the subtle micro-interactions that make digital products feel alive and responsive, every touchpoint plays a role in maintaining user engagement (Nanta & al, 2025, p. 4). A strong post-sale UX not only reduces friction and enhances satisfaction but also cultivates loyalty, encourages repeat business, and drives advocacy. Customers who feel valued and empowered through thoughtful UX are more likely to return, explore more features, and deepen their relationship with a brand (Tahir & al, 2024, p. 36258). This continuous engagement is further amplified by adaptive UX systems that evolve with user behavior, preferences, and feedback, reinforcing a sense of co-creation and responsiveness (Nwaimo & al, 2024, p. 1865). Moreover, UX design enables brands to anticipate user needs and proactively address them, offering timely recommendations, helpful nudges, and relevant content that extend value beyond the transactional moment (Chong & Ma, 2021, p. 1). As businesses compete not just on product quality but on the experience ecosystem they build, UX becomes a strategic tool for sustaining customer relationships, reducing churn, and maximizing long-term value (Sambo & al, 2022, p. 1392). Therefore, viewing UX as an ongoing dialogue rather than a one-time persuasive interaction redefines the way marketers and product teams approach customer engagement—shifting from one-off conversions to lifetime connections shaped by continuous, user-centric design thinking (Chen & al, 2021, p. 3).

In the realm of modern consumer experiences, many top-tier brands strategically leverage user experience (UX) design to foster and maintain meaningful post-purchase relationships, ensuring long-term customer loyalty and advocacy (Jakkula, 2022, p. 76). For instance, Apple has refined its UX beyond just the point-of-sale by delivering a seamless post-purchase ecosystem through iCloud integration, intuitive onboarding processes for new devices, and consistent software updates that enhance device performance, thus deepening customer satisfaction and encouraging continued use of its products (Jiang, 2024, p. 1028). Similarly, Amazon excels in post-purchase UX by streamlining order tracking, offering frictionless returns and refunds, and providing personalized follow-up emails that recommend related items or solicit feedback through quick, mobile-friendly surveys—all of which make customers feel heard and valued (Vollero & al, 2021, p. 1064). Nike leverages its Nike App to keep customers engaged long after a purchase, providing personalized workout recommendations, early access to new product drops, and exclusive content that aligns with users' interests and activities (Chen T. , 2024, p. 1011). Meanwhile, Tesla uses its vehicles' integrated software and app-based UX to push regular updates that improve functionality and add new features over time , turning each car into a continuously evolving experience rather than a static product (Zhang, 2023, p. 1096). Starbucks maintains post-purchase relationships through its mobile app as well, which gamifies customer interactions via a rewards system and offers personalized deals, encouraging repeat visits while providing an easy and efficient ordering and payment interface. Sephora integrates UX in its loyalty programs and post-purchase interactions by sending tailored beauty tips, refill reminders, and invitations to in-store events based on customer preferences and purchase history (Chen X. , 2023, p. 148). Even B2B brands like Adobe maintain strong post-purchase UX by delivering intuitive dashboards, robust customer support, and educational content via the Adobe Creative Cloud platform to help users maximize the value of their software (Kumar & al, 2024, p. 102791). Across industries, these brands recognize that UX does not end at the point of transaction; rather, it evolves into a long-term dialogue with the customer, facilitated through digital touchpoints, feedback loops, personalized content (Gundars Kokins, 2021, p. 190), and service features designed to extend satisfaction, utility, and emotional connection well beyond the initial purchase.

Emotional design, micro-interactions, and trust signals are pivotal elements in creating compelling, user-centric digital experiences that go beyond functionality to foster deep user engagement and long-term loyalty (Yusa & al, 2023, p. 5). Emotional design taps into users' feelings, shaping their perception of a product or service through aesthetics, tone, and interactivity, often leveraging color theory, typography, and user journey mapping to elicit positive emotions like joy, comfort, or excitement. This design philosophy recognizes that users don't just interact with interfaces logically—they also respond emotionally, forming attachments or aversions based on subtle cues. At the heart of emotional design lies the concept of micro-interactions—those small, often-overlooked moments that facilitate a single task, such as a swipe animation, a loading spinner, a button that responds with a vibration or color shift when tapped, or a subtle confirmation sound upon completing an action (Rui & Firzan, 2024, p. 2025041). These micro-interactions are instrumental in humanizing the user experience, reinforcing intuitive behavior, and providing feedback that confirms user intent, reducing cognitive load and enhancing satisfaction (Jergović & al, 2024, p. 229). When carefully crafted, they create a sense of delight and immediacy, reinforcing a sense of control and responsiveness that is crucial in retaining user trust. Trust signals, meanwhile, serve as critical markers of credibility and reliability in both the design and content of a digital product, particularly in contexts where security and decision-making are paramount, such as e-commerce, healthcare, or financial platforms. These can include visible security badges, customer testimonials, professional affiliations, user reviews, and transparent policies, but also extend to design consistency, proper grammar, fast-loading pages, and the presence of familiar interface conventions—all of which subtly signal legitimacy (Jongmans & al, 2022, p. 14). Together, emotional design, micro-interactions, and trust signals form a triad of psychological and functional tools that guide users from first impression to lasting relationship, ultimately shaping the overall user experience into one that feels not only useful, but enjoyable, authentic, and trustworthy.

User experience (UX) plays a pivotal role in reinforcing brand positioning and narrative by creating a seamless and engaging connection between the brand and its customers. A strong UX strategy ensures that every interaction with the brand—whether digital or physical—aligns with the brand's core values, messaging, and identity, thereby strengthening its overall position in the marketplace (Muchenje & al, 2023, p. 248). At its core, UX is about understanding the needs, desires, and behaviors of users, and crafting experiences that not only meet but exceed these expectations. This deep understanding allows brands to design interactions that feel intuitive, trustworthy, and consistent, which in turn nurtures customer loyalty and reinforces the brand narrative (Al-hadrawi & al, 2024, p. 26). For instance, a brand that positions itself as innovative and cutting-edge will deliver a UX that is sleek, modern, and forward-thinking. The design choices, navigation flow, visual aesthetics, and micro-interactions are all reflective of the brand's commitment to innovation, helping to communicate the narrative without needing to explicitly state it (Udris-Borodavko & al, 2023, p. 35). In contrast, a brand that emphasizes reliability and trustworthiness will have a UX that feels stable, secure, and predictable, offering users a sense of confidence and dependability. Beyond design aesthetics, UX also influences how users perceive a brand's values through its usability, accessibility, and responsiveness. A seamless, user-friendly experience can enhance perceptions of the brand as customer-centric, empathetic, and attentive to detail, which strengthens its narrative of being a brand that cares about its users (Sheth & al, 2024, p. 848). Moreover, UX extends to the emotional aspects of brand interaction—how users feel when they engage with the brand. Whether it's a sense of delight, satisfaction, or even excitement, these emotional responses play a crucial role in reinforcing the story a brand is telling about itself (Awasthi & al, 2024, p. 106). For example, brands like Apple, known for their minimalist and elegant design ethos, create an immersive user experience that feels luxurious and sophisticated, underscoring their narrative of offering high-quality, premium products. Additionally, UX helps to reinforce brand positioning by creating a consistent experience across all touchpoints, whether a user is interacting with a website, mobile app, physical store, or customer support team. This consistency builds brand recognition and trust, making it easier for customers to connect with the brand's narrative and values. When users encounter a unified and coherent experience, regardless of the medium, they develop a deeper understanding of what the brand stands for, which solidifies the brand's positioning in their minds (Khan & al, 2020, p. 22). As a result, UX is not just about optimizing user interactions for efficiency or functionality; it is also about telling a compelling story that resonates with users on both a rational and emotional level. In the digital age, where consumers are increasingly empowered and selective, UX has become an essential tool for differentiating brands in a crowded marketplace and ensuring that the brand narrative is effectively communicated at every user touchpoint. Therefore, a well-executed UX strategy is a powerful mechanism for reinforcing brand positioning, ensuring that the brand's identity is felt, understood, and experienced at every stage of the customer journey.

Using data to personalize experiences and content has become an essential strategy for brands seeking to create meaningful connections with their customers in today's digital world. By leveraging vast amounts of data collected from customer interactions, behaviors, preferences, and demographics, companies can craft tailored experiences that resonate with individual users, making them feel valued and understood. Personalization allows businesses to move beyond one-size-fits-all marketing tactics and instead offer products, services, and content that are specifically suited to each customer's unique needs and desires. The process begins with gathering data from multiple touchpoints, such as websites, mobile apps, social media platforms, purchase history, customer feedback, and even external sources like third-party data providers (Fanta & Balawi, 2022, p. 20). This wealth of information is then analyzed to gain insights into customer preferences, buying patterns, and pain points, allowing brands to create hyper-targeted campaigns that align with individual tastes and needs (Hossain & al, 2024, p. 114262). For example, personalized product recommendations, tailored email campaigns, or dynamic website content can be offered based on a customer's browsing history or past purchases, creating a more engaging and relevant experience. Additionally, advanced algorithms and machine learning models can predict future behaviors, enabling businesses to proactively present offers or content that anticipate the user's next move. Beyond product recommendations, personalization can extend to content such as

blog posts, articles, videos, and advertisements that are specifically crafted to address a customer's interests, providing them with exactly what they're looking for in real-time (Chandra & al, 2022, p. 1534). By making these personalized experiences feel seamless and intuitive, brands can significantly enhance customer satisfaction, fostering deeper relationships and loyalty (Rane & al, 2023, p. 427). Personalization also plays a crucial role in improving customer retention, as users are more likely to return to a brand that consistently offers relevant and tailored content (Celestin & al, 2024, p. 75). In the competitive landscape of modern marketing, the ability to personalize experiences can serve as a key differentiator, allowing companies to stand out in a crowded marketplace and cultivate a unique, customer-centric identity. Furthermore, as technology advances, the scope for personalization continues to grow, with new innovations like artificial intelligence (AI), augmented reality (AR), and predictive analytics offering even more ways for brands to fine-tune their offerings (Iyelolu & al, 2024, p. 264). While the power of data-driven personalization is undeniable, it's important for businesses to strike a balance between relevance and privacy. Customers expect personalized experiences, but they also want to feel confident that their personal information is secure and used responsibly (Casaca & Miguel, 2024, p. 280). Transparency in data collection practices and clear consent processes are critical to maintaining trust and ensuring that personalization efforts are not seen as invasive or manipulative. When done right, personalization not only drives engagement and sales but also strengthens the overall brand experience, making it more impactful, memorable, and aligned with the customer's unique journey.

The role of artificial intelligence (AI) and machine learning (ML) in dynamic user experience (UX) is rapidly transforming the way businesses interact with users, providing a level of personalization, efficiency, and adaptability that was once unimaginable (Yingchia & al, 2024, p. 2274). As user expectations continue to evolve, AI and ML technologies are playing a central role in delivering highly personalized (Arora & Khare, 2024, p. 811) and responsive experiences that dynamically adapt to each individual user's behavior, preferences, and needs in real-time. By analyzing vast amounts of data generated by user interactions across multiple touchpoints—such as websites, mobile apps, social media, and even physical stores (Egorenkov, 2023, p. 35)—AI can process this information to understand patterns, predict future behavior, and deliver content or experiences that are highly tailored to the individual. For example, AI-powered algorithms can track a user's browsing history, clicks, and past purchases to offer personalized recommendations, suggest products that align with their interests, and present targeted content that enhances engagement. Machine learning further elevates this capability by continuously learning and refining its models based on new user interactions and evolving data, ensuring that the experience remains fresh and relevant over time. One of the most significant ways AI and ML contribute to dynamic UX is through predictive analytics, which enables systems to anticipate user needs before they explicitly express them. For instance, AI can predict when a user is likely to make a purchase and display a personalized discount or, or it can anticipate when a customer may need assistance and proactively offer live chat support offer (Christian & al, 2023, p. 1942). This level of foresight not only improves the efficiency of the user journey but also creates a more fluid and frictionless experience. Additionally, AI and ML can be leveraged to optimize navigation and interface design by continuously testing and adjusting layouts, colors, fonts, and elements in real-time based on user feedback and engagement patterns. For example, adaptive websites and apps can alter their layout and presentation of content depending on a user's preferences, device, or even location, ensuring a consistent and enjoyable experience regardless of the context. Moreover, AI-driven chatbots and virtual assistants are increasingly becoming integral components of dynamic UX, offering users immediate assistance, answering queries, and even completing transactions—all in a manner that feels personalized and intuitive. These AI tools learn from previous interactions, becoming progressively smarter and more capable of handling complex queries, further enhancing the user experience by reducing response times and improving service quality (Nwokedi & Nwafor, 2024, p. 182). In the realm of content creation, AI and ML are also revolutionizing how brands deliver dynamic content. With natural language processing (NLP) algorithms, AI can generate and personalize content such as blog posts, news articles, or social media updates, tailoring them to suit the preferences, interests, and reading habits of individual users (Abiagom & Ijomah, 2024, p. 18). This allows brands to create highly relevant

content that resonates with their audience, driving higher engagement and improving the overall experience. Furthermore, AI's ability to analyze large volumes of user feedback, reviews, and social media sentiment enables businesses to make data-driven adjustments to their UX strategies, quickly addressing pain points and continuously refining the user journey (Berko, 2025, p. 1). Despite these advancements, the integration of AI and ML into dynamic UX also raises important ethical considerations. Users must be assured that their data is being used responsibly and that personalization efforts do not cross the line into intrusiveness or manipulation (Madhuri & al, 2024, p. 907). Ensuring transparency, obtaining user consent, and maintaining privacy standards are crucial to the successful deployment of AI-driven UX strategies. When implemented thoughtfully and with respect to user preferences, AI and machine learning can elevate the user experience to new heights, driving engagement, loyalty, and customer satisfaction while also giving brands the tools they need to stay competitive in an increasingly digital world (Patil & al, 2024, p. 89). As AI and ML continue to evolve, their potential to enhance and redefine dynamic UX will only grow, opening new possibilities for brands to create truly exceptional and user-centric experiences.

2. The experimental framework for the study: The role of user experience (UX) in enhancing the marketing of Apple Vision Pro

The Apple Vision Pro is a cutting-edge Mixed Reality (MR) headset that blends Virtual Reality (VR) and Augmented Reality (AR) capabilities through advanced Video See-Through (VST) technology, allowing users to experience digital content seamlessly integrated with the real world. A standout feature is its external screen that shows the wearer's eyes, fostering a more natural connection with others, alongside a "Digital Crown" that lets users smoothly adjust their view between physical and digital environments. Interaction is intuitive, relying on eye tracking, finger taps, and voice dictation, which is especially valuable in medical settings where hands-free control is critical (Egger & al, 2023). For security, the Vision Pro introduces Optic ID, a biometric authentication system that scans the user's iris, offering secure, hands-free access to sensitive information—a major benefit in sterile healthcare environments. While its potential in fields like ophthalmology is exciting, the device's true impact will depend on clinical trials and the broader adoption by healthcare professionals and patients. Overall, the Apple Vision Pro marks a significant leap forward in MR technology, offering enhanced interaction, security, and potential medical applications (Waisberg & al, 2023).

2.1. The nature of the population and sample of the study

In examining the impact of Apple Vision Pro user experience on smart services marketing, the community under examination included a diverse group of users of this spatial computer, with similar levels of access to technology and cultural backgrounds. The study sample within this community included selecting a target and intended group of them (high price - advanced technology). This approach enables to capture a comprehensive view of how their experiences have influenced the marketing of Apple Vision Pro; through the analysis of diverse data, which is what allows identifying trends and barriers in the commercialization of services, thus informing the producers of these technologies how to enhance them for better services.

Table No.01: Demographic characteristics of the sample members N=1023

Variable	Attributes	Number	Proportion(%)
Gender	Male	517	50.5
	Female	506	49.5
Age	25-35	322	31.5
	36-46	344	33.6
	47-57	357	34.9
Nationality	USA	257	25.1
	Canada	258	25.2

Variable	Attributes	Number	Proportion(%)
	Europe	252	24.6
	Japan	256	25
Professional Background	Application developers and extended reality (XR) technologies	321	31.4
	3D design, engineering, and medical professionals	341	33.3
	Workers in advanced technical and educational fields	361	35.3
Economic Situation ($ per year)	Less than 30k	333	32.6
	30k-50k	358	35
	More than 50k	332	32.5

Source: Prepared by the researcher based on the outputs of the SPSS program

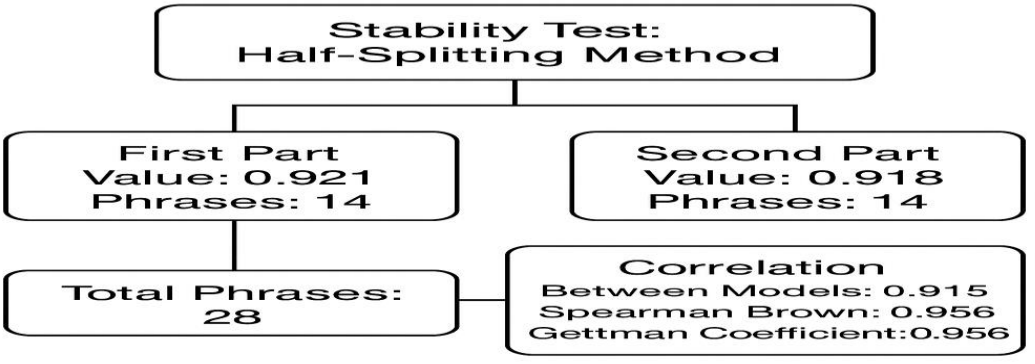
Demographic data for the 1023 respondents reveal a balanced gender distribution, with age groups appearing fairly evenly, among the milieux of respondents involved of different target nationalities and diverse technical occupations, with a slight income variation between averages and strong.

2.2. Cronbach's alpha reliability coefficient results related to the dimensions and study axes for the sample N=1023

Sources: Prepared by the researcher based on the outputs of the SPSS program

The Cronbach's alpha values presented indicate the internal consistency reliability of the study instruments across different dimensions. The overall scale, with 28 statements, shows a very high reliability coefficient of 0.958, suggesting that the items within the instrument are highly consistent. The user experience dimension, with 21 statements, also exhibits excellent reliability at 0.945, while the marketing dimension, consisting of 7 statements, shows a relatively lower but still acceptable reliability of 0.847. These values suggest that the study's axes are generally reliable.

2.3 Stability test results using the half-splitting method of the measuring instrument



Sources: Prepared by the researcher based on the outputs of the SPSS program

The figure displays Cronbach's alpha values using the half-splitting method of the measuring instrument, with 0.921 for the first part and 0.918 for the second part, indicating high internal consistency. With a total of 28 phrases, the correlation between models is 0.915, while Spearman's Brown Laboratories and Gettman Coefficient both show values of 0.956, suggesting strong reliability.

Table No.02: Test of normal distribution of data

Kolmogorov-Smirnov test			
Variables	Statistic	DF	SIG
User experience	0.224	1023	.000
Marketing	0.243	1023	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The Kolmogorov-Smirnov test results indicate that both "User experience" and "Marketing" variables do not follow a normal distribution. The p-values (SIG) are both 0.000, which is less than 0.05, suggesting significant deviation from normality for both datasets. The test statistic values of 0.224 and 0.243 reflect the degree of divergence from a normal distribution.

Table No.03: Analysis of results of USABILITY

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
6	C	0	9	102	361	551	4.42	0.705	15.95	Totally Agree
	%	0	0.9	10	35.3	53.9				
7	C	0	10	88	395	530	4.41	0.688	15.60	Totally Agree
	%	0	1	8.6	38.6	51.8				
8	C	0	5	95	359	564	4.45	0.680	15.28	Totally Agree
	%	0	0.5	9.3	35.1	55.1				
USABILITY							4.42	0.691	15.63	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The data reveals a high level of consensus regarding usability, with average ratings consistently around 4.42. The low standard deviations (σ) and coefficient of variation (CV) suggest minimal variability in responses. The majority of participants (51.8% to 55.1%) expressed strong agreement ("Totally Agree"), indicating a robust positive evaluation of usability.

Table No.04: Analysis of results of SATISFACTION

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
9	C	0	9	107	356	551	4.42	0.711	16.08	Totally Agree
	%	0	0.9	10.5	34.8	53.9				
10	N	0	8	83	366	566	4.46	0.677	15.18	Totally Agree
	%	0	0.8	8.1	35.8	55.3				
11	C	0	11	90	360	562	4.44	0.698	15.72	Totally Agree
	%	0	1.1	8.8	35.2	54.9				
SATISFACTION							4.44	0.695	15.66	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The satisfaction results show a high level of agreement, with average ratings around 4.44 to 4.46, indicating positive satisfaction levels. The low CV and σ values suggest a high degree of consistency in responses. The percentage of "Totally Agree" ranges from 53.9% to 55.3%, confirming a predominantly favorable evaluation of satisfaction.

Table No.05: Analysis of results of ENGAGEMENT

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
12	C	0	4	85	387	547	4.44	0.661	14.88	Totally Agree
	%	0	0.4	8.3	37.8	53.5				
13	C	0	13	90	377	543	4.42	0.704	15.92	Totally Agree
	%	0	1.3	8.8	36.9	53.1				
14	C	1	7	100	351	564	4.44	0.703	15.83	Totally Agree
	%	0.1	0.7	9.8	34.3	55.1				
ENGAGEMENT							4.43	0.689	15.56	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The engagement results indicate strong agreement, with average ratings consistently around 4.42 to 4.44, reflecting high engagement levels. The low CV and σ values suggest uniformity in responses. The "Totally Agree" percentage ranges from 53.1% to 55.1%, reinforcing a generally positive assessment of engagement.

Table No.06: Analysis of results of PERFORMANCE

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
15	C	1	7	96	376	543	4.42	0.696	15.74	Totally Agree
	%	0.1	0.7	9.4	36.8	53.1				
16	C	0	10	84	403	526	4.41	0.682	15.64	Totally Agree
	%	0	1	8.2	39.4	51.4				
17	C	0	9	94	350	570	4.45	0.696	15.64	Totally Agree
	%	0	0.9	9.2	34.2	55.7				
PERFORMANCE							4.42	0.691	15.64	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The performance data shows consistent high agreement, with mean scores around 4.41 to 4.45. The low CV and standard deviation values indicate stable and reliable responses. "Totally Agree" responses dominate (51.4% to 55.7%), reflecting a strong positive perception of performance across the dataset.

Table No.07: Analysis of results of DESIGN

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
18	C	0	7	99	366	551	4.43	0.693	15.64	Totally Agree
	%	0	0.7	9.7	35.8	53.9				
19	C	0	14	90	360	559	4.43	0.710	16.02	Totally Agree
	%	0	1.4	8.8	35.2	54.6				
20	C	1	13	85	378	546	4.42	0.706	15.97	Totally Agree
	%	0.1	1.3	8.3	37	53.4				
DESIGN							4.42	0.703	15.90	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The design results reflect a consistently positive perception, with average scores around 4.42–4.43. Low CV and standard deviation values indicate stable responses. "Totally Agree" responses remain dominant (53.4% to 54.6%), suggesting a strong and uniform approval of the design aspect.

Table No.08: Analysis of results of TRUST

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
21	C	0	15	86	384	538	4.41	0.706	16	Totally Agree
	%	0	1.5	8.4	37.5	52.6				
22	C	0	8	108	354	560	4.43	0.700	15.80	Totally Agree
	%	0	0.8	9.9	34.6	54.7				
23	C	0	10	98	390	534	4.42	0.690	16.74	Totally Agree
	%	0	1	8.7	38.1	52.2				
TRUST							4.42	0.698	15.80	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The trust results demonstrate a high level of agreement, with mean scores ranging from 4.41 to 4.43. Low CV and σ values indicate consistent responses. "Totally Agree" responses dominate (52.2% to 54.7%), reflecting a generally strong and stable perception of trust among participants.

Table No.09: Analysis of results of SERVICE

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
24	C	0	7	104	348	564	4.44	0.701	15.78	Totally Agree
	%	0	0. 7	10.2	34	55.1				
25	C	0	6	83	396	538	4.43	0.666	15.03	Totally Agree
	%	0	0.6	8.1	38.7	52.6				
26	C	0	14	91	375	543	4.41	0.709	16.07	Totally Agree
	%	0	1.4	8.9	36.7	53.1				
SERVICE							4.42	0.692	15.65	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The service results indicate a strong positive perception, with average scores between 4.41 and 4.44. The low coefficient of variation and standard deviation reflect consistent responses. A majority of participants (52.6% to 55.1%) selected "Totally Agree," confirming a generally favorable and stable evaluation of the service dimension.

Table No.10: Analysis of results of MARKETING

Phrase		TD	D	N	A	TA	$\bar{x}$	σ	CV	Trendism
27	C	0	11	82	381	549	4.43	0.686	15.48	Totally Agree
	%	0	1.1	8	37.2	53.7				
28	C	0	9	104	378	532	4.40	0.705	15.95	Totally Agree
	%	0	9	10.2	37	52				
29	C	0	8	72	364	579	4.48	0.662	14.77	Totally Agree
	%	0	0.8	7	35.6	56.6				
30	C	0	9	82	348	584	4.47	0.680	15.21	Totally Agree
	%	0	0.9	8	34	57.1				
31	C	1	4	110	372	536	4.41	0.701	15.78	Totally Agree
	%	0.1	0.4	10.8	63.4	52.4				
32	C	0	9	98	362	554	4.43	0.700	15.80	Totally Agree
	%	0	0.9	96	35.4	45.2				
33	C	0	11	103	343	566	4.43	0.715	16.13	Totally Agree
	%	0	1.1	10.1	33.5	55.3				
MARKETING							4.43	0.692	15.63	Totally Agree

Source: Prepared by the researcher based on the outputs of the SPSS program

The marketing results show strong overall agreement, with average scores ranging from 4.40 to 4.48. The low CV and standard deviation values reflect consistent respondent opinions. "Totally Agree" responses consistently exceed 52%, peaking at 57.1%, indicating a broadly positive and stable evaluation of the marketing dimension.

2.4. Test the study hypotheses and discuss the results

2.4.1. Hypothesis of the relationship between USER'S DIMENSIONS and MARKETNG:

Table No.11: Correlation between USER'S DIMENSIONS and MARKETING

Correlation	USABILITY/ MARKETING
Correlation coefficient	.589**
Sig	.000
Correlation	SATISFACTION/ MARKETING
Correlation coefficient	.647**
Sig	.000
Correlation	ENGAGEMENT/ MARKETING
Correlation coefficient	.650**
Sig	.000
Correlation	PERFORMANCE & RELIABILITY/ MARKETING
Correlation coefficient	.618**
Sig	.000
Correlation	AESTHETIC & DESIGN/ MARKETING
Correlation coefficient	.625**
Sig	.000
Correlation	TRUST & TRANSPARENCY/ MARKETING
Correlation coefficient	.581**
Sig	.000
Correlation	CUSTOMER SUPPORT & SERVICE/ MARKETING
Correlation coefficient	.607**
Sig	.000

Correlation	USER EXPERIENCE/ MARKETING
Correlation coefficient	.593**
Sig	.000

The correlation is significant at a significance level of 0.01
Source: Prepared by the researcher based on the outputs of the SPSS program

The table shows strong, statistically significant positive correlations between various user-centric factors and marketing, with all correlation coefficients above 0.58 and p-values of 0.000. The highest correlation is between *Engagement* and *Marketing* (r = .650), followed closely by *Satisfaction* (r = .647), suggesting these elements are most strongly associated with marketing effectiveness. All other factors, including *Performance*, *Aesthetics*, *Trust*, and *Customer Support*, also show moderately strong correlations, indicating a consistent and meaningful relationship between user experience dimensions and marketing outcomes.

Table No.12: Regression model between USABILITY and MARKETING

Model summary					
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error	
	.589	.347	.347	.97345	
ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	515.153	1	515.153	543.640	.000b
The rest	967.500	1021	.948		
Total	1482.653	1023			
Table of coefficients of variation					
Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	3.579	.229	0.589	15.640	.000
USABILITY	.596	.026		23.316	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression analysis reveals a statistically significant positive relationship between **Usability** and **Marketing**. The **correlation coefficient** is **.589**, and the **coefficient of determination (R^2)** is **.347**, indicating that **34.7% of the variance in Marketing can be explained by Usability**. The model is statistically significant ($F = 543.640$, $p < .001$), and both the **constant** ($b = 3.579$) and the **Usability coefficient** ($b = .596$) are significant ($p < .001$). The **standard error of the estimate** is **.97345**, suggesting reasonable model accuracy. Overall, usability is a meaningful predictor of marketing effectiveness in this model.
Hence, the regression equation is written as follows:

Marketing = 3.579+0.229 Usability

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of usability on the marketing of APPLE VISION PRO at significance level of 0.01

Table No.13: Regression model between SATISFACTION and MARKETING

Model summary					
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error	
	.647[a]	.419	.418	.91893	
ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	620.497	1	620.497	734.818	.000[b]
The rest	862.156	1021	.844		
Total	1482.653	1022			
Table of coefficients of variation					
Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	3.120	.214	.647	14.584	.000
SATISFACTION	.649	.024		27.108	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression model between **Satisfaction** and **Marketing** indicates a strong and statistically significant positive relationship. The **correlation coefficient** is **.647**, and the **coefficient of determination (R^2)** is **.419**, meaning **Satisfaction explains 41.9% of the variance in Marketing outcomes**. The model is highly significant ($F = 734.818$, $p < .001$), with both the **intercept** ($b = 3.120$) and the **Satisfaction coefficient** ($b = .649$) being statistically significant ($p < .001$). The **standard error of the estimate** is **.91893**, showing slightly improved model accuracy compared to the Usability model. These results underscore the critical role of user satisfaction in influencing marketing effectiveness.
Hence, the regression equation is written as follows:

Marketing = 3.120+0.214 Satisfaction

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of Satisfaction on the marketing of APPLE VISION PRO at a significance level of 0.01

Table No.14: Regression model between ENGAGEMENT and MARKETING

Model summary					
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error	
	.650[a]	.423	.422	.91548	
ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	626.947	1	626.947	748.052	.000[b]
The rest	855.706	1021	.838		
Total	1482.653	1022			
Table of coefficients of variation					

Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	2.896	.220	.650	13.157	.000
ENGAGEMENT	.672	.025		27.351	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression model between **Engagement** and **Marketing** demonstrates the strongest relationship among the models analyzed so far. With a **correlation coefficient** of **.650** and a **coefficient of determination (R^2)** of **.423**, the model indicates that **42.3% of the variation in Marketing outcomes is explained by Engagement**. The regression is statistically significant ($F = 748.052$, $p < .001$), and both the **constant** ($b = 2.896$) and the **Engagement coefficient** ($b = .672$) are highly significant ($p < .001$). The **standard error of the estimate** is **.91548**, suggesting good model fit. These results highlight **Engagement** as the strongest individual predictor of Marketing effectiveness among the variables analyzed.

Hence, the regression equation is written as follows:

Marketing = 2.896+0.220 ENGAGEMENT

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of ENGAGEMENT on the marketing of APPLE VISION PRO at a significance level of 0.01

Table No.15: Regression model between PERFORMANCE and MARKETING

Model summary					
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error	
	.618[a]	.382	.381	.94752	
ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	566.002	1	566.002	630.434	.000[b]
The rest	916.651	1021	.898		
Total	1482.653	1022			
Table of coefficients of variation					
Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	3.332	.222	.618	14.980	.000
performance	.624	.025		25.108	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression model between **Performance** and **Marketing** reveals a moderate but significant relationship. The **correlation coefficient** is **.618**, and the **coefficient of determination (R^2)** is **.382**, indicating that **Performance accounts for 38.2% of the variation in Marketing outcomes**. The model is highly significant ($F = 630.434$, $p < .001$), with both the **intercept** ($b = 3.332$) and the **Performance coefficient** ($b = .624$) being statistically significant ($p < .001$). The **standard error of the estimate** is **.94752**, indicating a reasonable level of accuracy in predictions. These results show that

while **Performance** is an important predictor of marketing effectiveness, it is somewhat less influential than **Engagement** and **Satisfaction**.
Hence, the regression equation is written as follows:

Marketing = 3.332+0.222 performance

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of performance on the marketing of APPLE VISION PRO at significance level of 0.01

Table No.16: Regression model between DESIGN and MARKETING

Model summary					
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error	
	.625[a]	.391	.390	.94068	
ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	579.201	1	579.201	654.561	.000[b]
The rest	903.452	1021	.885		
Total	1482.653	1022			
Table of coefficients of variation					
Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	3.363	.217	.625	15.491	.000
DESIGN	.622	.024		25.584	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression model between **Design** and **Marketing** shows a moderate positive relationship. The **correlation coefficient** is **.625**, and the **coefficient of determination (R^2)** is **.391**, meaning **Design explains 39.1% of the variance in Marketing outcomes**. The model is statistically significant ($F = 654.561$, $p < .001$), with both the **constant** ($b = 3.363$) and the **Design coefficient** ($b = .622$) being highly significant ($p < .001$). The **standard error of the estimate** is **.94068**, suggesting a reasonable fit. These results indicate that **Design** is an important but slightly less influential predictor of Marketing effectiveness compared to **Satisfaction**, **Engagement**, and **Performance**.
Hence, the regression equation is written as follows:

Marketing = 3.363+0.622 DESIGN

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of DESIGN on the marketing of APPLE VISION PRO at significance level of 0.01

Table No.17: Regression model between PERFORMANCE and MARKETING

Model summary				
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error
	.581[a]	.338	.337	.98052

ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	501.037	1	501.037	521.140	.000[b]
The rest	981.616	1021	.961		
Total	1482.653	1022			
Table of coefficients of variation					
Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	3.603	.233	.581	15.493	.000
TRUST	.596	.026		22.828	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression model between **Performance** and **Marketing** shows a moderate, statistically significant relationship, though it is less robust than some of the other models. The **correlation coefficient** is **.581**, and the **coefficient of determination (R^2)** is **.338**, meaning **Performance accounts for 33.8% of the variance in Marketing outcomes**. The model is highly significant ($F = 521.140$, $p < .001$), with both the **constant** ($b = 3.603$) and the **Performance coefficient** ($b = .596$) being statistically significant ($p < .001$). The **standard error of the estimate** is **.98052**, suggesting a reasonable fit but also indicating some variability in the predictions.
Hence, the regression equation is written as follows:

Marketing = 3.603+0.596 TRUST

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of TRUST on the marketing of APPLE VISION PRO at significance level of 0.01

Table No.18: Regression model between SERVICE and MARKETING

Model summary					
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error	
	.607[a]	.369	.368	95.744	
ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	564.712	1	546.712	569.397	.000[b]
The rest	935.941	1021	.917		
Total	1482.653	1022			
Table of coefficients of variation					
Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	3.469	.223	.607	15.554	.000
SERVICE	.610	.025		24.421	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression model between **Service** and **Marketing** indicates a moderate positive relationship. The **correlation coefficient** is **.607**, and the **coefficient of determination (R^2)** is **.369**, suggesting that **Service accounts for 36.9% of the variance in Marketing outcomes**. The model is statistically significant ($F = 569.397$, $p < .001$), with both the **constant** ($b = 3.469$) and the **Service coefficient** ($b = .610$) being highly significant ($p < .001$). The **standard error of the estimate** is **95.744**, which is relatively large compared to other models, indicating a wider margin of error in predictions.
Hence, the regression equation is written as follows:

Marketing = 3.469+0.610 SERVICE

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of SERVICE on the marketing of APPLE VISION PRO at significance level of 0.01

Table No.19: Regression model between UX and MARKETING

Model summary					
Model	Correlation coefficient	Coefficient of determination	Corrected coefficient of determination	Standard error	
	.593[a]	.352	.351	.97007	
ANOVA regression line variance analysis table					
Model	Sum of squares	DF	Mean Squares	F-value	Degree of morale
Regression	521.846	1	521.846	554.539	.000[b]
The rest	960.807	1021	.941		
Total	1482.653	1022			
Table of coefficients of variation					
Model	Non-standard transactions	Standard transactions	T-value	Degree of Moral Sig	
	Parameter value b	Standard error	Beta		
Constant	3.641	.224	.593	16.260	.000
UX	.591	.025		23.549	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The regression model between **User Experience (UX)** and **Marketing** demonstrates a moderate, statistically significant relationship. The **correlation coefficient** is **.593**, and the **coefficient of determination (R^2)** is **.352**, meaning **UX explains 35.2% of the variance in Marketing outcomes**. The model is highly significant ($F = 554.539$, $p < .001$), with both the **constant** ($b = 3.641$) and the **UX coefficient** ($b = .591$) being statistically significant ($p < .001$). The **standard error of the estimate** is **.97007**, which indicates that the model provides reasonably accurate predictions, though there is some variability.
Hence, the regression equation is written as follows:

Marketing = 3.641+0.591 UX

Thus, the validity of the first hypothesis is confirmed, which states that there is a statistically significant effect of UX on the marketing of APPLE VISION PRO at significance level of 0.01

Table No.20: Results of the measurement quality assurance test

KAISER MEYER OLKIN index for measuring the quality of samples		.500
Spherical test for BARTLETT	KHI-DEUX APPROX	442.708
	DDL	1
	Sig	.000

Source: Prepared by the researcher based on the outputs of the SPSS program

The table presents results from a measurement quality assurance test. The Kaiser-Meyer-Olkin (KMO) index is 0.500, which is the minimum acceptable value for sampling adequacy in factor analysis, suggesting a mediocre fit for the data. Bartlett's test of sphericity is significant (Chi-square ≈ 442.71, df = 1, $p < 0.001$), indicating that the variables are likely correlated and suitable for factor analysis.

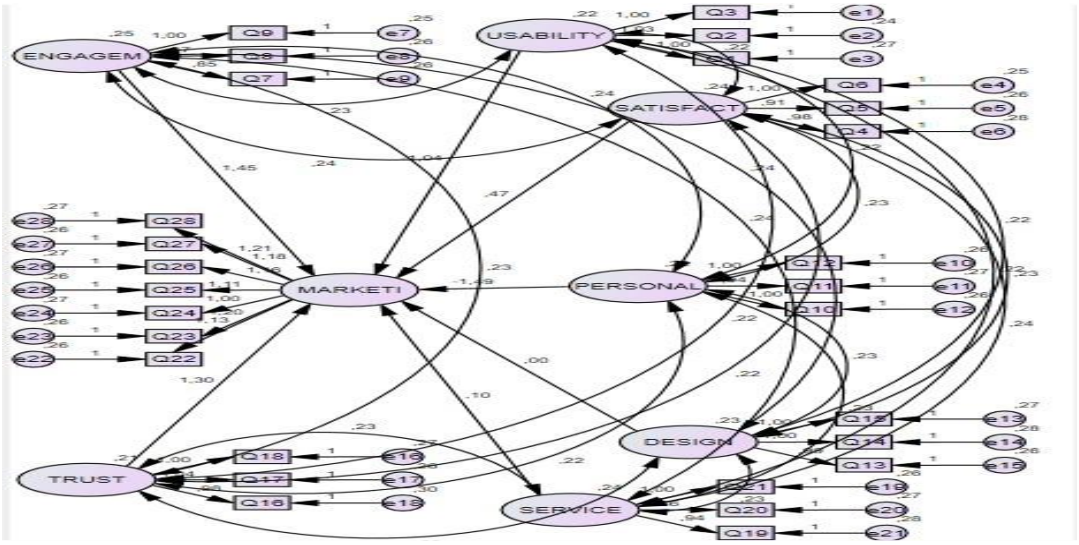


Figure 12: Confirmatory factor analysis of the model
Source: Prepared by researcher based on Amos output

The model shows that the dimensions of user experience—such as Engagement, Trust, and Service—have strong positive effects on Marketing, indicating that enhancing these areas directly boosts users' perception and responsiveness to marketing efforts.

Table No.21: Model quality indicators

Statistical	Value
CMIN/DF	2.107
GFI	.955
NFI	.953
RMSEA	.033
Sig	.000

Source: Prepared by researcher based on Amos output

The table presents key model quality indicators. The CMIN/DF value of 2.107 suggests a reasonable fit, as values below 3 are generally acceptable. The GFI and NFI values of 0.955 and 0.953, respectively, indicate good fit, as values above 0.90 are ideal. The RMSEA value of 0.033 is excellent, as it is well

below the threshold of 0.05, indicating a very good model fit. The significance value of 0.000 confirms the model's statistical significance.

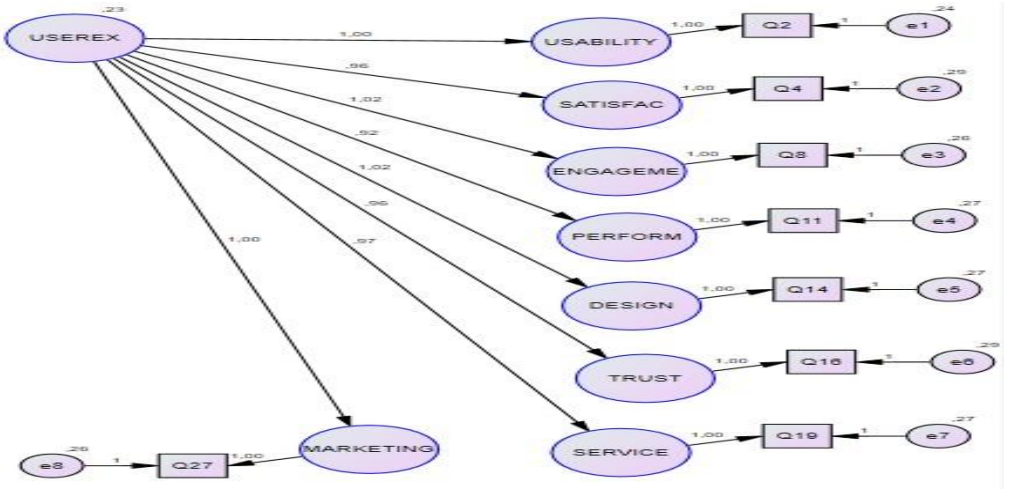


Figure 13: Constructivist model
Source: Prepared by researcher based on Amos output

The graph indicates a strong and positive correlation between the basic variables, in addition to the seven dimensions that represent the user experience being significantly and positively correlated among them, reaching a saturation value of 1, and this result supports previous regression and correlation analysis results.

Table No.22: Structural model quality indicators

Statistical	Value
CMIN/DF	3.522
GFI	.984
NFI	.976
RMSEA	.050
Sig	.000

Source: Prepared by researcher based on Amos output

The structural model quality indicators suggest a well-fitting model. The **CMIN/DF** value of **3.522** is within the acceptable range (typically <5), indicating a reasonable fit. The **GFI (.984)** and **NFI (.976)** are both well above the commonly accepted threshold of 0.90, reflecting good model fit. The **RMSEA (.050)** is at the ideal cutoff point, indicating a close fit to the data. The **significance level (Sig = .000)** confirms the model's statistical significance. Overall, the model demonstrates strong structural validity based on these key indicators.

Conclusion:

In the age of digital-first consumer behavior, UX is not optional—it's foundational to effective marketing. Marketers must collaborate with designers, developers, and analysts to ensure every interaction reflects the brand's promise and delivers value with every click, swipe, or scroll.

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Questionnaire

First axis: Personal data
Gender; Age; Educational level; Nationality
Second axis: User experience
1. Usability
- You thought **Apple Vision Pro** was easy to use
- You found the various functions in **Apple Vision Pro** were well integrated
- You would imagine that most people would learn to use **Apple Vision Pro** very quickly

2. User satisfaction
- You intend to continue using **Apple Vision Pro** more time
- Based on your recent experience using **Apple Vision Pro**, you recommend and/or advise a close family member or friend to use it- You are satisfied with your overall experience with **Apple Vision Pro**

3. Engagement
- Apple Vision Pro promotes the idea of participation among its users
- Apple Vision Pro promotes a sense of belonging to a community among its users: based on
- You obtain opportunities to participate on **Apple Vision Pro**

4. Performance & Reliability
- Services and charges of **Apple Vision Pro** are reliable
- Apple Vision Pro provides results that meet your needs
- You use **Apple Vision Pro** because it has a well-known reputation

5. Aesthetic & Design
- The physical layout of **Apple Vision Pro** is comfortable for you while interacting with services: Based on
- Apple Vision Pro is very clear: Based on
- The appearance of the physical facilities of **Apple Vision Pro** matches the type of services offered

6. Trust & Transparency
- You trust **Apple Vision Pro's** outcomes
- You are willing to take the risk caused by **Apple Vision Pro**
- You rely on **Apple Vision Pro** to get reliable results

7. Customer Support & Service
- You feel understood and supported by **Apple Vision Pro**
- **Apple Vision Pro** provides you sufficient information to manage your requirements
- **Apple Vision Pro** is always willing to help you

Marketing:
- You trust the promises of **Apple Vision Pro** (and pass them on through word of mouth)
- **Apple Vision Pro** treats different kinds of customers in ways appropriate to them
- **Apple Vision Pro** recognizes you when you interact with it
- You are happy with **Apple Vision Pro**
- Future vision is consistent with core truths of the **Apple Vision Pro**
- **Apple Vision Pro** is excellent at realizing high-value propositions from idea to implementation
- All services objectives are coherent with **Apple Vision Pro**