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RECTOR'S NOTE



Prof. Dr Roshima Said
Acting Rector

"Together we advance knowledge with integrity, creativity, and purpose—many voices united to shape a brighter, sustainable future."

Assalamualaikum warahmatullahi wabarakatuh,

Alhamdulillah, with gratitude to Allah SWT, I am pleased to welcome you to the fourth volume of RMU4U e-Bulletin. This publication continues to serve as a reflection of our vibrant intellectual community at UiTM Kedah, bringing together voices from diverse disciplines and perspectives. In this issue, with 42 insightful contributions, we witness not only the richness of research topics but also the strength of our shared purpose. While the papers range from sustainability in fashion and design, digital literacy, and artificial intelligence to law, economics, and cultural heritage, they are united by a common aspiration: to advance knowledge that is meaningful, ethical, and impactful for society.

Our academic journey is significant because of this harmony amid diversity. Whether addressing contemporary challenges in technology and governance or celebrating the timeless values of culture and tradition, our scholars demonstrate that knowledge is most powerful when it is connected, when different fields meet at the crossroads of innovation, integrity, and service to the community.

As Rector, I am profoundly inspired by the dedication, innovation, and scholarly excellence demonstrated by our academics and researchers. You are not only advancing knowledge within our university but are also fulfilling UiTM's noble mission, creating impactful ideas that serve the nation and uplift the ummah.

Your work reflects a deep commitment to relevance, integrity, and service. Let us continue to nurture a culture of collaboration, creativity, and excellence, ensuring that our contributions remain forward-looking, transformative, and rooted in the needs of society. Together, we are shaping a brighter, more sustainable future through education, research, and innovation.

Congratulations to all the dedicated contributors whose passion and perseverance have brought this volume to life. My heartfelt appreciation goes to the Research Management Unit for their steadfast leadership and solid commitment in making this achievement possible. May RMU4U continue to shine as a beacon of knowledge, uniting diverse voices in a shared mission of discovery and excellence. Together, may we be inspired to reach even greater heights in the pursuit of impactful research and innovation.

One purpose. One vision. Many voices, one future.

Sincerely,
Prof. Dr Roshima Said
Acting Rector,
Universiti Teknologi MARA Keda

A MESSAGE FROM THE CHIEF EDITOR



Dr Azyyati Anuar
Chief Editor,
RMU4U E-Bulletin

"RMU4U Volume 4 celebrates diverse scholarship, uniting research, innovation, and culture to inspire collaboration, sustainability, and inclusive growth."

We are pleased to present Volume 4 of RMU4U, a platform dedicated to showcasing research, innovation, and thought leadership across diverse academic disciplines. This issue reflects the dynamic intellectual ecosystem we strive to cultivate, highlighting contributions that bridge theory and practice while addressing pressing contemporary challenges. In the Business, Accounting, and Finance section, we feature 15 insightful papers that explore the evolving landscape of global markets, financial resilience, sustainable accounting practices, and digital transformation in business operations.

These works not only provide empirical findings but also propose actionable frameworks for industry adoption, underscoring the vital role of research in shaping competitive and ethical enterprises. The Designer Thoughts segment presents 6 stimulating papers that merge creativity with problem-solving. From design thinking methodologies to innovation in product aesthetics and usability, these contributions remind us that design is not merely about form but about crafting meaningful user experiences.

This section will be of particular interest to those who value the intersection of artistry, functionality, and human-centered solutions. Our IR 5.0 category brings together 6 pioneering papers examining the fusion of automation, artificial intelligence, and human capital development in the context of the Fifth Industrial Revolution. The authors challenge readers to consider how technology can be harmonized with ethical and inclusive practices, ensuring that digital progress translates into equitable societal benefits. In the Law and Policy section, 7 comprehensive papers analyze legal reforms, governance frameworks, and policy innovations that respond to shifting socio-economic realities.

The breadth of topics from regulatory compliance in emerging industries to community rights in a globalized economy reflects the critical role of law as both a safeguard and an enabler of change. The Literature and Culture segment enriches this volume with 8 thought-provoking papers that delve into narratives, identities, and cultural dialogues shaping societies today.

Whether revisiting classic literature through modern lenses or exploring contemporary cultural phenomena, these works invite readers to appreciate the role of the humanities in fostering empathy, critical thinking, and cultural continuity. Collectively, these 42 scholarly contributions affirm the breadth and depth of academic engagement within our community. They underscore our commitment to advancing knowledge that is relevant, impactful, and forward-looking. This volume is not only a testament to our contributors' dedication but also a resource for policymakers, practitioners, educators, and learners who seek informed perspectives and innovative solutions. We extend our heartfelt appreciation to all authors, reviewers, and editorial team members whose collective efforts have made this publication possible. We hope that RMU4U Vol. 4 will spark dialogue, inspire collaboration, and contribute to the enrichment of both academic scholarship and practical application.

Let us continue to explore, innovate, and contribute, together shaping a future where knowledge serves as the foundation for sustainable and inclusive growth.

Warm regards,
Dr Azyyati Anuar
Chief Editor,
RMU4U E-Bulletin

SCROLLING, CLICKING, BUYING HOW INTERFACE DESIGN AFFECTS DIGITAL CONSUMER CHOICES

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Introduction

The introduction of e-commerce and mobile apps has revolutionized how customers interact with services and products. Right from clothing to food, more and more customers today are deciding based on web interactions. One element that is very crucial yet not usually considered during such decision-making is interface design. Proper user interface (UI) and user experience (UX) designs are not just visually appealing but also working components that determine the actions of consumers.

Key Interface Design Elements That Influence Consumer Behavior



Visual Hierarchy and Navigation

Visual hierarchy dictates what users notice first, second, and last. Good interface design uses size, contrast, and structure to draw attention to some actions—like buying or signing up (Krug, 2014). For instance, a big "Add to Cart" button located near an item image improves conversions. Likewise, infinite scrolling, popularized by social media sites, encourages long use by limiting user effort (Egebark & Ekström, 2016).



Color, Typography, and Aesthetic Cues

Colors and typography also play an important role in perception and trust. Warm colors (such as red or orange) may induce urgency, whereas cooler colors (such as blue) foster calmness and trust (Labrecque & Milne, 2012). Typography impacts readability and emotional tone—simple, sans-serif fonts tend to express modernity and trustworthiness. Aesthetics also play a part in perceived usability—cleaner pages are consistently ranked as more usable, even when their functionality remains the same (Tractinsky et al., 2000).





Personalization and Interaction Nudges

Interfaces today often utilize AI to alter content based on the user's behavior in real-time—personalization. This creates a feeling of relevance, and it increases click-through and purchasing rates (Tam & Ho, 2006). Even small interactive aspects like hover effects, button animation, or progress indicators (e.g., during checkout) can psychologically reinforce a sense of control and progress (Fogg, 2003).

Ethical Considerations and User Empowerment

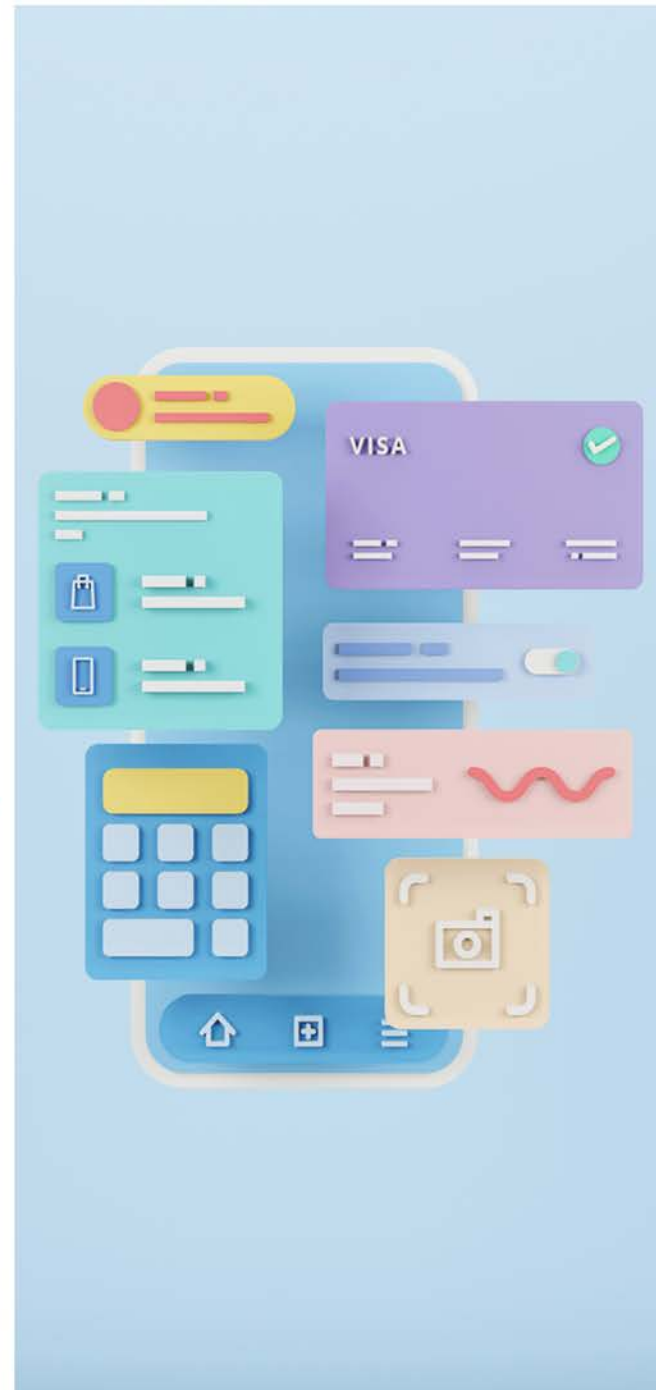
Although persuasive design can be employed to make something more usable and marketable, it can also infringe on ethical borders. Dark patterns—that is, those tricking users into unintended action, such as subscribing or exposing information—are exploited against cognitive biases (Mathur et al., 2019). Designers and marketers must know how they walk the line between business goals and respect for user agency and transparency. Ethical design does not only imply legality (such as GDPR compliance) but also user respect and empowerment.

Conclusion

Interface design is not a technological or graphical problem; it is a tool of behavior science that shapes people scrolling, clicking, and ultimately buying. From visual hierarchy to customization, design decisions impact shopper interaction and buy in subtle yet powerful ways. With online shopping increasingly prevalent, responsible and ethical interface design will play a central role in creating fair, effective, and user-centric experiences.

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