

# Do visitors' interest level and perceived quantity of web page content matter in shaping the attitude toward a web site?

Yong-Soon Kang<sup>1</sup>, Yong Jin Kim<sup>\*</sup>

*School of Management, Binghamton University (SUNY), Binghamton, NY 13902, United States*

Received 21 January 2003; received in revised form 27 September 2005; accepted 17 October 2005

Available online 28 November 2005

## Abstract

Understanding the factors that affect consumer attitude toward web sites is important for both theoretical and practical reasons. Literature suggests that how much a consumer likes a web site after visiting it depends primarily on the “quality” of the web site; for example, perceived informativeness of the content, entertainment quality of the content, and ease of navigation. The current research investigates the role of the perceived amount of web site content (perceived quantity) in determining the consumer's post-visit attitude toward web sites. In particular, this study examines the attitudinal impacts of the perceived quantity in relation with the visitors' interest level. This research consists of three consecutive studies (two preliminary studies and a main study). In the two preliminary studies, the effects of informativeness, entertainment, and ease of navigation were tested and verified. The main study was conducted to test primarily the hypotheses regarding perceived quantity and the effect of consumer interest level on web quality perception and visitor attitude. The results indicate that, consistent with our predictions derived from dual-process models of informational influence, the perceived quantity has a positive attitudinal impact among low-interest visitors but not among high-interest visitors.

© 2005 Elsevier B.V. All rights reserved.

**Keywords:** Electronic business; Web; Informativeness; Entertainment; Content quantity; Navigation difficulty; Attitude toward a web site

## 1. Introduction

With the rapid growth of the Internet, web sites have played important roles as a medium to communicate with both customers and business partners [45] and as a business enabler that allows firms to sell products and services [52,64]. Given the importance of web sites, managers and researchers have examined various issues that include consumer experience during visits to cor-

porate web sites [2] and how to develop web sites to be responsive to user needs [57].

Among these issues, web site design has been considered to be a catalyst in attracting visitors and convincing customers to purchase offerings from a web site [51]. To make a web site design salient, two considerations are required: giving attention to technical aspects of web site design and taking into account customer needs [41]. The considerations indicate that understanding the way consumers evaluate web sites is essential to the success of electronic commerce.

Previous studies of electronic commerce have investigated the factors affecting customers' attitude toward web sites such as the number of pages accessed, the time spent at a site, web page organization and naviga-

<sup>\*</sup> Corresponding author. Tel.: +1 607 777 6638; fax: +1 607 777 4422.

E-mail addresses: [ykang@binghamton.edu](mailto:ykang@binghamton.edu) (Y.-S. Kang), [ykim@binghamton.edu](mailto:ykim@binghamton.edu) (Y.J. Kim).

<sup>1</sup> Tel.: +1 607 777 6692; fax: +1 607 777 4422.

bility, content quality, and shopping related functionality [17,19,28,41]. However, there has been little research done on the impact of customer interest on choosing a web site, and the proper amount of content displayed in a web page. This has been neglected, despite the fact that recent studies emphasize the importance of information packaging and amount of content in explaining user attitude toward web sites [27,51,52]. The current study incorporates examining previous observations in the field, along with a new, innovative technique to further our knowledge of web site design. This discourse analyzes both the impact of the amount of web site content on perceived information quality, and to what extent ease of navigation influences the attitude of consumers toward a web site [44,52,58]. Another area of focus in this study will be the potential effect of a web site visitors' interest level in determining the interrelationships among the research constructs.

The contributions of the current study are twofold. First, the current study investigates the role of consumer interest level in evaluating a web site. The interest level of consumers is important to predict their behavior, in particular in the context of electronic commerce where customers are quite different from traditional shoppers. The finding of this study will help managers and developers design flexible and responsive web sites by identifying contingencies in terms of customer interest. Second, this paper investigates the effect of the perceived amount of web site content on the precursors of the attitude toward a web site. The results of this study will provide practitioners with insights in which factor is important in making a web site successful. The results will also suggest how to design an effective web site from consumers' views, by explaining both the main factors and the interaction effect between consumer interest level and key constructs.

## 2. Background

### 2.1. Literature review

Previous research on web sites indicates that background, image size, sound file display, and celebrity endorsement influence the number of pages accessed or the amount of time spent at a site [17]. Some researchers suggest that consumers enjoy web sites that are interactive, informative, entertaining, and orderly [19,28,41]. Others believe factors such as download delay, interactivity, navigability, responsiveness, and content quality are the determinants of web site success [2,3,38,44,52,58]. Studies on the commercial use of the

web suggest that factors such as online payment, product choice, shopping convenience, product value [21,64], amount of information, variety of information, and word count [52] influence the success of electronic commerce.

The major concepts of web site success in previous studies involve information quality and ease of use. Information quality, one of the major dependent variables in information systems research [15], is represented by a multi-attribute measure of information value such as informativeness, accessibility and adaptability [37]. Informativeness includes the concepts of accuracy, relevance, comprehensiveness, recentness, and credibility. Accessibility, on the other hand, consists of timeliness, convenience, and interpretability. Shapiro and Varian [61] emphasize comprehensiveness and completeness of information as key web site capabilities. Liu and Arnett [44] also argue that information quality and playfulness contribute to the success of a web site.

Along with informativeness, navigability of a web site has been considered critical to its success [2] because the use of the web site is non-linear. Interface features such as navigability and organization of the provided information are potential key variables related to usability [51,62] and are shown to explain sales for Internet stores ( $R^2 = .61$ ) [46].

Although comprehensive, previous literature does not pay attention to the impact of amount of content, one of the most basic online communication decisions, and customer interest level that is very important in designing web sites [16,41,54]. The underlying reasoning to take into account users' interest level is that Internet shoppers are quite different from traditional retail shoppers [16,54]. Internet shoppers consider convenience to be a very important aspect of web site use. They are also highly innovative, have propensity to variety-seeking and impulsiveness, and possess positive attitudes toward advertising [16]. The next section further discusses the extent to which information quantity affects consumers' site evaluation, along with consumer interest levels in conjunction with dual-process models of informational influence including the Elaboration Likelihood Model of persuasion and Heuristic–Systematic Model [9].

### 2.2. The impact of perceived amount of content on informativeness and attitude

To be successful, web sites should offer both information and entertainment [19,41,44,59]. Followers of this advice, however, are likely to develop web sites

Download English Version:

<https://daneshyari.com/en/article/553407>

Download Persian Version:

<https://daneshyari.com/article/553407>

[Daneshyari.com](https://daneshyari.com)