

The Effect of Website Navigation on Consumer Attitudes

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Received: May 14, 2015
Accepted: August 27, 2015

ABSTRACT

The purpose of this research is to investigate the impact of Web navigation on the attitude of the consumer. Regarding of the aim, study was applied and based on the nature and methods is descriptive and causal research. In this research, as for the Zanjan Islamic Azad University site has been studied, population is Islamic Azad University Commercial Management student Which were utilized a multi-stage sampling to separate Bachelor and MA students into two groups and then through simple random sampling formulas and finite population sample, were Chosen 357 people. Material for data collecting was Questionnaire. In order to collected data analysis by Spss and Lisrel software, statistical methods, descriptive and inferential analysis, it was used Cronbach's alpha test to test reliability, Kolmogorov-Smirnov and Shapiro-Wilk test for normality of the data and structural equation model to confirm or reject hypotheses. The results show that some factors such as a web experience and web atmospherics effect on website attitudes, web experience and web atmospherics effect on consumer online behavior, website attitudes and consumers online behavior also influence website attitudes. Finally, based on the results, recommendations were offered.

KEY WORDS: website attitudes, consumers online behavior, web experience.

INTRODUCTION

In response to the dynamics of the market environment, marketing activities has gone through various transformations to provide customers needs. A new way of shopping in nonphysical retailers, is online shopping. Rapid growth and the increasing use of computers and technology has made it possible to retail sellers and buyers in the market, through the Internet and e-commerce communicate with each other in very effective way and increase effectiveness of the exchange process to more than before (Dehdeshi & Tunkhenezhad, 2006).

Internet-based e-commerce environments enable its customers to search information and purchase goods and services through direct relationships with online stores. It should be noted that shopping online is not based on the actual experience of buying goods, But it is based on appearances such as image, shape, qualitative data and advertising of goods. This suggests that a websites provider should pay more attention in appearances of their web sites in order to overtake competitors in today's competitive world of electronic field and attract consumer opinion so that consumers have a positive evaluation of the product or service that offered on the web site and take action to shopping and also be loyal to the company (Wind & Mahajan, 2002).

If the consumer or user of the e-commerce do not find needs and expectations in their current website, close web page easily and refer to another page. This behavior also occurs when web site for the user does not sound interesting and exciting (Richard et al., 2010).

By considering this, web providers should pay enough attention to both rational and hedonic behavior, with respect to the rational consumer behavior, should offer desired information to him easily, provide to consumers easy online shopping process, help him to achieve the goals of the visit and also satisfy consumers who are shopping in hedonic approach and deal without purpose of shopping, designing interesting and exciting their web space and considering skills of website users. Consideration of these items cause the consumer has a good memories of website in mind and make it possible to him return to the website or buy again and also will rise introducing websites to others will rise.

To illustrate this problem, the proposed model of web navigation behavior in this study consists of five main variables: the Internet experience, web space perception, internal web space, online behavior, and attitude to the website and the relations between them. Internet experience as consumers' skills challenges inherent in Internet using has been conceptualized. Web space within the website is relevant to the hedonic properties, And web space perceptual functional features refers (for example, structure, effectiveness, information richness, and attractiveness). Online conduct exploratory behavior and involvement in its website, Finally, the variable orientations will conducive to the development of consumer attitudes. Outcomes include site attitudes and pre-purchase evaluations (Richard et al., 2010). It should be noted that the purpose of buying online in this research, is purchasing of services because this study focused on the services of university website.

The Internet is becoming an important facet of communication strategy due to its ability to deliver information, entertainment, and e-shopping. Companies are trying to submit a website to provide information about the company and its products and purchase online sales, e-commerce to develop their. (Richard et al., 2010).

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During recent years the number of networks users in different countries has been developed wonderful. Statistics show growth of Internet usage in the country and now in many families, organizations, and private companies were publicly available and used and will follow increase in online shopping. So successful sales managers and prospective, attempts to raise acquisition of information to consumer and their customers online shopping behavior and try to find factors that bring comfort of purchasing for consumers and increasing sales and having loyalty for companies. Without the knowledge of the factors in today's competitive world, companies will not be able to continue challenge and competition. With the widespread use of the Internet and becoming a global village, companies must be able to increase their online sales. With the spread of the Internet in different fields of life, one of the issues is a way of doing transactions through the Internet. On the other hand, in today's business world most marketers try to have a greater understanding of the attitudes and emotions of customers about products, services and distribution systems also goods and services and distribution systems of their competitors (Dehdashti & Tunkhenezhad, 2006).

Bearing in mind, popularity widespread of the Internet and the exchange of goods and services through Internet portals, Each company has an official website of services and products for their online transactions. The university also has an official website as a service company, through this website students do a variety of finance, including communication and college unit selection, tuition, information of university program. Reference of students to the website and doing affairs of the university from website portal, in Contrast, refer to the University, Both for students and for the university will have many benefits, including the prevention of waste of time, energy and money. Lack of positive attitude to university's website causes students do not have willing to communicate and purchasing online services preferably refer directly to the university for their affairs. Thus, identifying the key factors to create a positive attitude in students is the issues that need to be followed up with these positive attitude of students that tend to find shopping services.

Web experience

Web experience includes elements such as searching, browsing, finding, selecting, compare and evaluate the information and the interactions and transactions with the online company. Concept and application of virtual client were effected by design, events, emotions, atmosphere and other elements of the experience of interacting with the target site, and the goal of these are stimulating customer goodwill and the effect on the final result of online interactions. It should be noted that in this case web experience not only for marketing products and services of web marketing is important, but also for target customers that are interested information content (news, weather, sports, etc.) in web sites as online intermediaries and in general for all types of investments work online store to attract public attention. Web as an important parameter affecting the customer experience is essential. For traditional companies for the development of e-commerce, online experience that provides quality that issue needs special attention. Web sites that are poorly designed and inefficient, not only a potential threat to aspirations to participate in virtual space but also is a risk for physical activity. (Constantinides, 2004).

Internet experience

Internet experience is the experience of online searching for information. The theory provides the insight to understand the experience of searching for online information. Intrinsic motivation is an optimum flow that occurs when challenges and skills are in balance and rises beyond a critical threshold. During the work, and when faced with a challenge when the performance of consumers according to their ability, they will more feel useful, knowledge, satisfaction, happiness and creativity, however, with lack of such a favorable combination experience, that will fail. (Richard & et al., 2010).

Web Atmospheric

The term atmospheric is an abstract concept that, in this case, relates to the in-store environment. In-store cues affect the consumer's experience by influencing "browsing, purchase intentions and shopping time". Features that have regularly been analyzed include the smell, temperature, lighting, and color of a store, and even the music playing. if a consumer experiences a retail atmosphere that overly increases arousal and decreases the pleasure of the experience, it will have a negative impact on buyer behavior. Researchers have begun to apply these concepts to online retailing. Dailey (2004) defines online atmospheric as the "conscious designing of web environments to create positive affect and/or cognitions in surfers in order to develop positive consumer responses." Although an environment does not exist in the traditional sense. Eroglu et al. (2003) suggested that online atmospheric are classified based on how relevant the media cues are on a given website. They proposed that a website will create an emotional and cognitive response by providing information relevant to the consumer buying process. This information (including details about the product, pictures, and navigation aids) is regarded as the "online atmosphere." (Hunter & Mukerji, 2011).

Web Atmospheric are introduce through three variables as structure, effectiveness of its content, informativeness.

Structure: Layout and symptoms makes it easy to find the desired consumer goods, is essential to the success of retailers. This is more important where the Internet of a competitor's site and go to the site is easy and cheap. In online texts, the layout is similar to the structure of the web.

Effectiveness of information content: The effectiveness of information content to publish content, a regular flow of information or the publication of a website refers, and dependent on executive cognitive elements in MacKenzie and Lutz's (1989) framework.

Informativeness: The richness of information refers to the amount and richness of data on its Web site that contains information about the company, product, non-commercial information, and transaction details such as payment options and downloads (Richard & et al., 2010).

Entertainment

Entertainment is the inner space of the web. Inscriptions indicate that consumers themselves are pleasure from purchase process. Consumers valuable shopping experience for their shopping and entertainment during this process so thoroughly lose hold. (Richard & et al., 2010).

Attitude

Attitudes are favorable or unfavorable evaluation or assessment about the object, person, or event. Attitude is a reflection of how feel towards a person or thing (Arabi&Parsayan, 2007).

Attitude is set of beliefs, emotions and behavioral intentions toward an object, person or event

In other words, relatively stable tend to person, thing or event that is reflected in feel and behavior result (Qolipur, 2006).

Online Behavior

Factors influencing on decision to buy from websites can be classified into two categories: external and internal factors. Factors such as lack of security in internet networks, Low level of trust of consumers to purchase virtual, The quality of website design and model, especially in the delivery of the product and information about the product Which leads to the reluctance of customers to perform online purchases can be classified as external factors. While attitudes, habits and understanding the people about opportunities that offered by the internet shopping can be considered as internal factors (Jafarpoor & Rahmansrht, 2009).Consumer behavior is defined as a study of the purchase and exchange processes, involved in the acquisition, use and dispose of goods, services, experiences, and ideas (Moon and Minor, 2006).Online behavior is defined by the component's of exploratory behavior and website involving that below is developed by a brief description:

Exploratory behavior

Exploratory behavior affect positively attitudes website through information search and exploration therefore, consumers who spend more time on site more information collect and process drawn exploratory behavior and probably have more positive attitudes towards website.

Website involvement

Subjects with high involvement that follow central route to persuasion, form attitude based on reasoning; while subjects with low involvement that follow from the environment form views on the basic elements. For example, high involvement due to related Web sites, increases data processing and thinking. (Richard & et al., 2010).

MATERIALS AND METHODS

Present research in terms of purpose is practical, in terms of data collection is descriptive – causal, in terms of time is cross sectional. The population for the study is Commercial Management students of Islamic Azad University of Zanjan that their number is 1527. In this method, random sampling is used to access the sample, that BS and MA students were divided into two groups. Then using a random sampling of the students was selected to complete the questionnaire. according calculated the sample size, 357 questionnaires were distributed.

In this research, data gathering tool was a questionnaire, students (target population) have been completed, the method also is library includes books, articles, journals, research projects, and online databases. The questionnaire used for this study is standard questionnaire that marketing researchers in various studies have confirmed the validity and reliability and used to verify hypotheses. Before distributing the questionnaire to lubricating sentences and words masters literature, research and marketing master's and PHD students of literature confirm it. To assess the reliability of the questionnaire the internal consistency Cronbach was used. Finally, Lisrel software were used to verify that the questions of the questionnaire, measured variables well. The measurement model or confirmatory factor analysis. Crohnbach's alpha coefficient 0.879 was obtained. In the present study, for data analysis and hypothesis testing, descriptive and inferential statistics were used.

RESULTS AND DISCUSSION

As seen in Table 3, almost all indexes were acceptable, so we can say with high confidence the model has a complete fitness.

1 - Table selection of fitting of the final graphical model research

Fitting indexes	RMSEA	IFI	RFI	CFI	NFI	NNFI	RMR	AGFI	GFI
Domain of Reception	<%10	>%90	>%90	>%90	>%90	>%90	<0/08	>%90	>%90
Obtained value	0/075	0/95	0/91	0/95	0/92	0/94	0/061	0/91	0/95

The general structural equation model

1. Each oval represents a hidden variable (research variables) in the structural equation model.
2. Each rectangle represents a visible variable (questionnaire) in structural equation modeling.
3. From the hidden variable (oval) to the visible variable (rectangle) is arrow called the weight factor loadings.

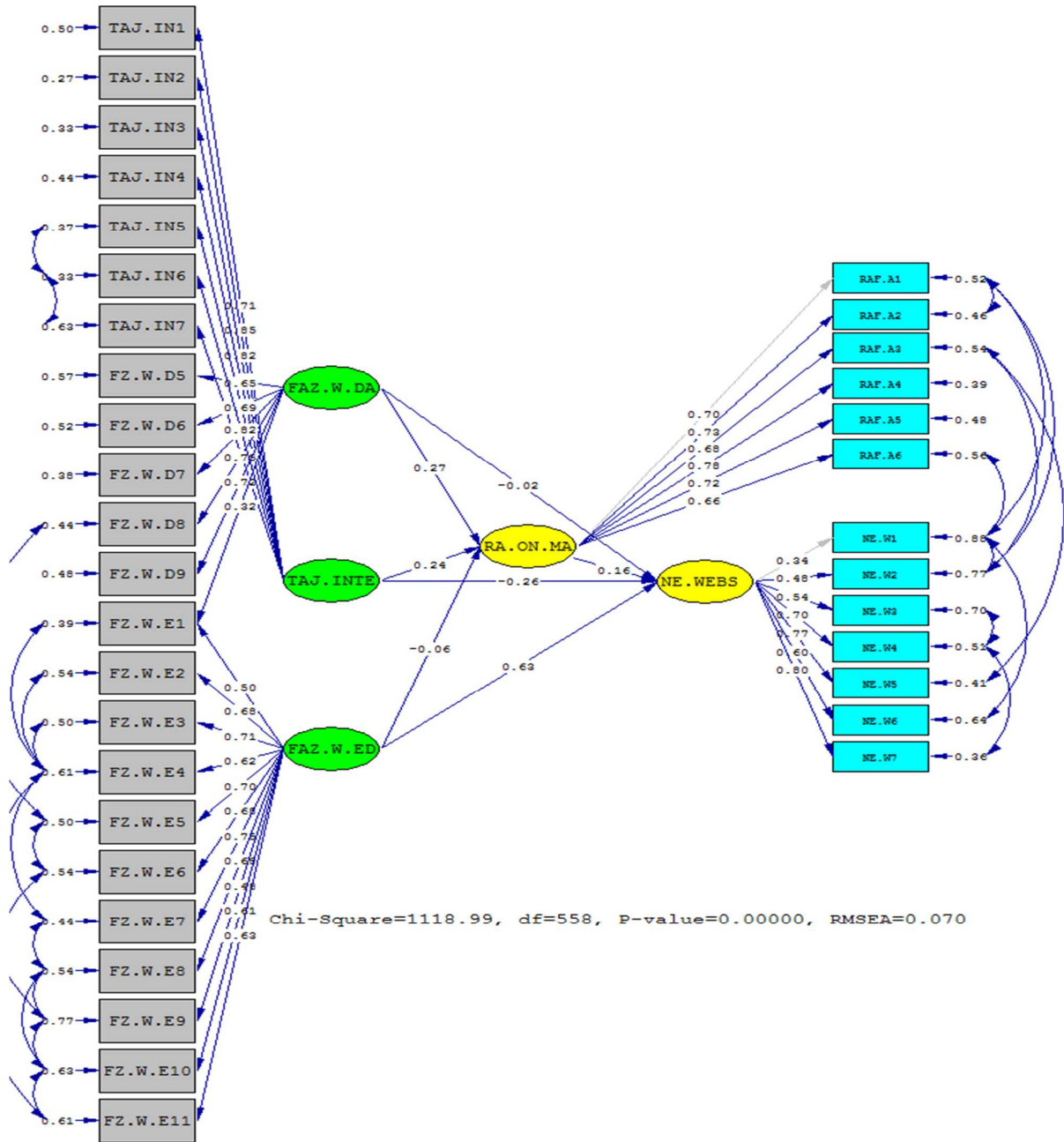


Figure 1. Structural equation model of research in standard mode

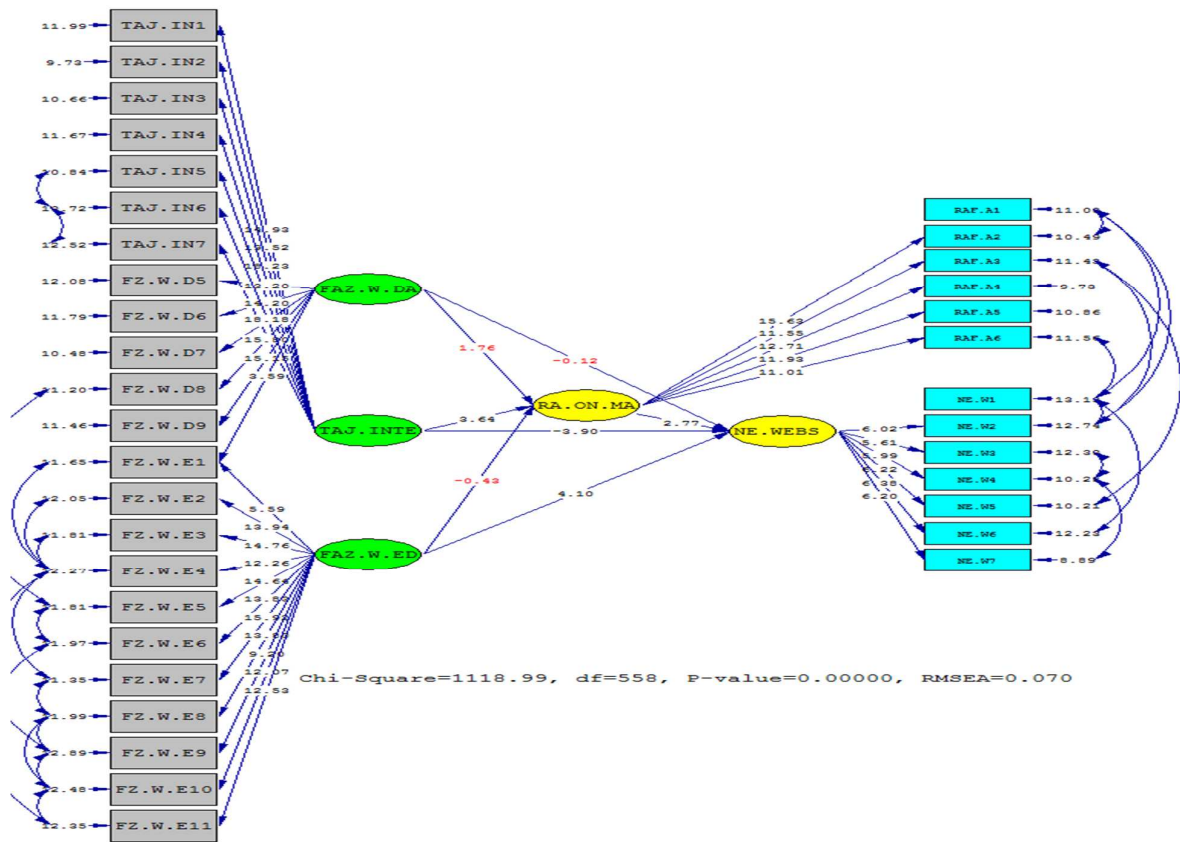


Figure 2. Structural equation model of research in t-values

T-value indicates observed significant correlations in the level of 5% error. The numbers of the statistic t-values are replaced with factor loadings. If any of the values is smaller than 1.96 will be red. It shows the correlation observed in standard model is not significant.

Table 2. Summary of path coefficients of the structural equation model

Path (hypothesis)		Graphic symbols	path coefficient	T	Hypothesis test results
Entertainment	— R →	consumer online behavior FAZ.W.DA- RA.ON.MA	0/27	1/76	Rejected
Entertainment	— R →	Website Attitudes FAZ.W.DA- NE.WEBS	-0/02	-0/12	Rejected
web experience	— R →	consumer online behavior TAJ.INTE- RA.ON.MA	0/24	3/64	accepted
Web experience	— R →	Website Attitudes TAJ.INTE – NE.WEBS	-0/26	-3/90	accepted
atmospherics	— R →	consumer online behavior FAZ.W.ED – RA.ON.MA	-0/06	-0/43	Rejected
atmospherics	— R →	Website Attitudes FAZ.W.ED- NE.WEBS	0/63	4/10	accepted
consumer online behavior	— R →	Website Attitudes RA.ON.MA- NE.WEBS	0/16	2/77	accepted

Conclusion

In this case study we investigated the websites of Islamic Azad University of Zanjan, It was observed that the entertainment, including factors such as color, pictures, diagram, Directly does not affect on consumer's (students) attitudes and behavior. This indicates that students do not enter the website with the purpose of entertainment and

recreation and do not watch site, and due to this it can be concluded that in relation to such sites the web space is independent of consumer behavior and attitudes. Also whatever the students have development experience of web, we will see better online behavior (exploratory behavior and website involvement) better than them. Negative correlation between Internet experience and attitudes of the website, indicate the fact that whatever students have high internet experience and have the high internet skills, will not have favorable viewpoint to the university's website and this indicates that a mental comparison are created in the minds of students between the site of university and existing internet sites, as a result, students will not have the right attitude to the University's website.

Student's behavior is not affected by any of entertainment and atmospherics. As a result of the student's behavior (exploratory behavior and involvement website) is independent of web space. On the other hand student's online behavior caused his favorable attitude towards the university's website and these two variables have a direct relationship with each other, this means that students have more involvement and exploratory behavior, they have positive and favorable attitude towards their website. Providing stimulants to increase consumer online behavior and creating involvements lead to a positive attitude toward the website.

From the results of inferential statistics were observed whatever website has a good atmospherics is better University students' attitudes to the website will be favorable and better. In fact, this concept implies web site designers should pay great attention to the atmospherics (richness of information, the website structure, the effectiveness of the content of the information).

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