

Consumer searching information process and Culture Values.

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Abstract:

The use of Internet as a new market has increased interest in research on Consumer Behaviour Online. Due to its complexity, each investigation has been centred on different aspects. So to continue, a theoretical model will be offered developed from TAM and the State of Flow but adding some new elements related to social pressure and the intention to reduce cognitive effort of the navigator so that he can concentrate more on enjoying himself while navigating and shopping.

Key words: Perceived usefulness, ease of use, cultural congruence.

1. INTRODUCTION:

Internet is a young medium where both customers and dealers are looking for their place. Stores are changing from traditional to virtual ones and consumer behaviour is being analyzed from many different points of view ([23], [16], [21]). Consumer behaviour on-line has been the subject of a lot of research in the last

years and there is a different situation because the consumer has to be treated as a computer user so it is necessary to understand him and all his functions as a traditional consumer and a computer user ([17], [18]). But the change doesn't involve only the consumer. If consumer behavior on-line is being analyzed, the transformation of the traditional store to a virtual one through the information technology (IT) can not be forgotten.

So, beginning the research of consumer behavior on-line, it is necessary to study consumer purchasing in Internet and all the benefit it has in comparison with the traditional consumer purchasing. So, giving attention to the different levels of the process, to continue researching the consumer behavior on-line can be considered very interesting. [1].

When people talk about e-commerce it can refer to, business – to – business (B2B) or business – to – customer (B2C). This study talks about the second one because it could be said that it is a reality without conclusions. Consumer behavior on-line is a very young and unexplored area in Marketing.

The main question of this study is to understand what makes a consumer enter a Web site and look for information, in order to revisit it. The design has a very important key but there must be other elements that explain that behavior.

First of all, considering the consumer as a computer user, the Technology Acceptance Model (TAM) has to be studied ([6], [29]). But it is only the beginning because Internet is a global medium where people of all over the world can visit whatever virtual store and each one has his o her particular culture [19].

With these lines, the importance of the cross-cultural design of the web will be shown, and its importance in the first level of the consumer purchasing, that is, the searching of information could make a future customer stay and surf in a Web site and not in another ([2], [3]).

So, this study centers its research on a theoretical analysis of consumer behavior and in some models that explain some parts of it, and combines them in order to show the relation between TAM and the cross-cultural elements and the impact of the Web site effectiveness on intentions to revisit and purchase from the site [3]. Exposure to a culturally appropriate Web site may decrease the cognitive effort required to process the site. This low effort can lead the consumer to an experience of more control and enjoyment so that the Web site would have more customers if it is designed in order to reduce the consumer efforts in their information process [19].

Finally, the study offers a theoretical model that combines these ideas. Because of the fact that the consumer is a computer user, we have TAM. Considering that the consumer online can come from all over the world, the cultural congruency is added. Also, looking for the situation of a consumer that feels the control of the new medium and enjoy doing it, the model adds the variables of Control and Enjoyment.

2. CHARACTERISTICS OF INFORMATION SEARCHING ONLINE

One of the most important functions of Internet as media is to offer information apart from being used as a distribution channel for digital products [25]. Through information and the personalization of the demanded products, we are able to give an added value [16]. As an “*information market*” it is a perfect place for our customers if they need to know more about the product they have in their mind or to compare one brand with another.

It's clear that we must also distinguish between simply navigating, that is to say, to explore different web sites, and to navigate controlling what one is looking for exactly, a conducted navigation, as Hölischer and Strube(2000) say, the skills and the experience isn't the same. Here we have two important terms in the different ways of advertising efficiency. So, the idea of Koufaris (2002) about the duality of the new consumer as a PC user and traditional one, in addition to the change from a traditional shop to a virtual one, makes the information process in Internet bear in mind the cognitive resources consumed and the information overload ([4], [19]).

On the other hand, the information process, highly related to the receptor skills in the new medium, would be also studied making a difference between novel and expert navigators (Hölischer and Strube, 2000; Mandel and Johnson, 2002), but differentiating between the level of knowledge of the new medium and the subject treated in the experiment.

The communication media in which the message is transmitted influences the way of processing the message information [26], and the new characteristics that difference this media from others are, in one way, its interactivity, and within this, the capacity of information control. The control will have some very important and different connotations from others mediums during the elaboration

of the information that subject receives, and together with the skills, they will be elements to be taken into account when analysing the customer behaviour.

The investigations about information process in Internet as a media show some positive effects such as:

1. The *control* of the media influences highly in the level of the involvement with the environment in which the message is been developed [26], which is related at the same time to a more active attitude of the customer in the information reception, allowing the user to participate in the communication process: this relation is in both ways, turning from a massive communication to a one – to – one.
2. This *involvement* and *control* of the information can make this process be more intense and elaborated. It must be realised that the use of Internet involves a higher effort in the information process, because controlling the information flow demands a lot of cognitive recourses, and not only in the content analysing but in the multiple decisions which are taken related to the navigation system [26].
3. Information *control* increases the ability of the users to explore and understand it, as it allows them to process it choosing the sequence of arrival of the information ([4], [14]).
4. There is a very narrow relationship between the media and some characteristics that increase the skills of the navigator. This fact can lead to a very special concentration state called *flow state* [13], from which some positive consequences will be derived for the information process [17].
5. Due to the global ambit of Internet, a webpage can be visited by people from all over the world. Taking into account this characteristic, the variables relative to the cultural environment will be very important in the information process, cognitive effort and overload [19].
6. In recent studies it has been observed that Internet produces overload and disorientation among the users, mainly among the ones who have little experience. These problems are consequences of the excess of information and to the deficiency of a suitable organization of their resources ([14], [15], [20]).

Cook and Coupey (1998) analyzed the information processing in Internet based on three levels in which the access and use of Internet are important because these characteristics can define the environmental decisions that are not only different from the traditional one in the ways of communication between the different agents, but that also can vary in the individual use of means. In the model of Hoffman and Novak (1996), the main communications are not between two agents but between two agents and the digital medium (CME - Computer-mediated environment). The ability of the consumers to accede to Internet and the level that they have will be considered by Cook and Coupey (1998) to describe the effect of interactive environment on the behaviour of the consumer.

Three levels appear where the influence of the environment on the information processing can be appreciated.

In a first level, the new user will centre all his effort on adapting to the new medium, to take control of it and to develop the necessary abilities on the basis of his experience. In a second level, the issue of the ability and capacity suggests that the content and the information would be directly related to internal and external predispositions. Within the internal ones it would be necessary to include variables like the involvement of the consumer to take a systematic processing (high involvement) or heuristic processing (minimization of the effort). In the external variables, Cook and Coupey (1998) put in relief the physical characteristics of the computer, resources and hardware. In the third level the skill is higher than the challenge, situation that favours the enjoyment of the user and the feeling of telepresence. In the model of Hoffman and Novak (1996), the flow state unites the concept of a positive subjective experience that motivates people to repeat the actions that have taken them to the experience of the flow state.

From the investigations of Cook and Coupey (1998) we can conclude that the ability and medium adaptation are important to reach that situation in which the consumer, now a computer user (Koufaris et al, 2001), must find himself in order to enjoy his visit. The enjoyment and control of medium are two key elements to consider.

3. MODELS OF CONSUMER BEHAVIOUR ONLINE

Throughout the Literature that has investigated the behaviour of the consumer online, two models have played an important role, these are the Technology Acceptance Model (TAM) and the State of Flow. The first one was

carried out by Davis (1989), whereas the state of flow is an original model of Csikszentmihalyi (1975) that has been adapted to the digital environment, mainly with the investigations made by Hoffman and Novak.

Other investigations have arisen from these two models that have taken them as bases, or independently or altogether, in order to explain the behaviour of the consumer online.

The objective of that analysis is to discover how it would be possible to apply these models together with the information processing to analyze the search for the knowledge of information of the consumer and its analysis in the world online. It has not to be forgotten that the customer is a rare find in Internet, and whenever they visit our Web, the principal objective is not only to make them enjoy a pleasant navigation but to use the available means so that they do not miss the traditional shopping process.

3.1. Incentives for the use of Internet by the consumers and the Technology Acceptance Model.

Chen et al., (2002) carried out an investigation on the incentives of the consumers online. This investigation was based on two main models: The Technology Acceptance Model (TAM) and the Innovations Diffusion Theory (IDT). Due to the reality of a proliferation of the B2C and with it, the electronic commerce, the traditional market has had to respond to a new opportunity establishing their presence in the market online, through the virtual stores or stores online [3].

All these new companies have a great dependency on the Information Technology (IT). The question that Chen et to.(2002) considered to continue with the investigation was on the incentive of the consumers to make the purchases online.

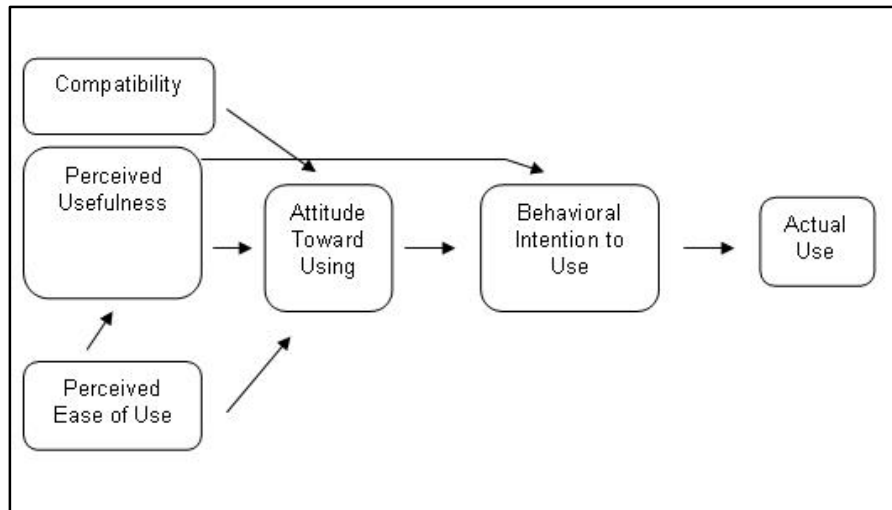
When the companies online cannot differentiate their products or services from the rest, they can only use the strategy of price, but that would unleash a war of prices that would not be beneficial for anybody [3]. Already Peterson et al. (1997) spoke of the importance of the differentiation of the products and Kiang et al. (2000) supported it with the personalization strategy. Both of them mentioned the competitive advantage of digital products and the services over tangible products, since the process to catch clients online begins in the post-sale stage, with the final satisfaction [1]. Often, the fact that the customer revisits the web

site, even without having made his first purchase, can be considered as a success ([16], [17]).

One of the strategies to be considered by the online stores, not only to obtain the transaction but also for the fidelity of the client, is to facilitate the navigation through its Web site. It is obvious to suppose that if the information offered by the company, supposing it is interesting for the consumer, is difficult to understand and to process, they will never get to buy online, at least in that place. Hölischer and Strube (2000) differentiate two forms to navigate according to the ability: navigation "to the drift and another called controlled navigation. Drifting and controlled navigation shouldn't be related to exploratory and directed navigation (Hoffman and Novak, 1996), but taking into consideration the skill level to make the necessary steps to develop a navigation in Internet, controlling the advances and backward movements either to look for information or to buy, either utilitarian or hedonistic.

Chen et al., (2002) offer the next model (Figure 3.1.):

Figure 3.1.



Reference: Chen et al, (2002)

In this proposed model, IDT is introduced in addition to the TAM. This theory has been widely used in disciplines such as anthropology, sociology, education, communication, marketing. Diffusion is defined as "the process through which innovation is communicated through certain channels during a time among the members of a social system." Also, innovation is defined as "an idea, practice, or object that is perceived as new by an individual or another unit of adoption". The diffusion is developed through the adoption of the user, that it is "the acceptance towards the use or continued use of a new idea or thing" [3]. There is a very important characteristic about the diffusion and it is that the new idea, the innovation, extends within a social group; that it is socially accepted. When analyzing the union between IDT and TAM, one approaches TAM2, where the authors extend the model introducing variables such as the pressure of the social groups for the acceptance of a new technology [29]. The TAM elements, such as the usefulness and the ease of use, are extrinsic motivations, because they influence directly on the perceived utility and the present use; an utilitarian satisfaction. If it is analyzed from TAM2, the final use is a social recognition, since the new technology is used because of social pressure.

Chen et al., (2002) believes that IDT and TAM complement one another. IDT implies the formation of favourable or unfavourable attitudes towards the innovation. TAM, on the other hand, offers unions between beliefs, attitudes, intention and action, and it is criticized for ignoring the social influences in the acceptance of the technology. On the other hand, the greater contribution to this study of IDT is the attributes of the innovation: Relative advantage, compatibility, complexity, capacity to prove, visibility and capacity to be observed. The virtual stores can be considered as innovations, and most of the consumers online as new users of them. When making reference to the compatibility we mean those social beliefs and norms that must be compatible with the innovation and the users so that it is accepted. The salesmen and buyers of the market online are faithful to social institutions of the traditional market and is necessary to understand the cyberculture and to use that knowledge to be able to achieve the requests of the clients online.

The work of investigation of Chen et al.,(2002) obtained the following conclusions:

1. The classic theories on acceptance of technology and diffusion/ adoption of the innovations are still valid to explain and to predict the behaviours of the users in the B2C online.

2. The acceptance and use of the virtual stores can be reasonably predicted from their intention, that it is determined by the attitude towards the use of the virtual stores.
3. The compatibility, perceived utility and perceived ease of use are the main determinants of the attitude of the consumer towards the use of the virtual stores.
4. Ease of use as well as compatibility influence in the perceived utility of the virtual stores.

It can be affirmed that the central point for the use of the virtual store is in the attitude of the consumer towards its use. In order to improve or to harness that positive attitude towards the use, the compatibility of this in relation to the values, necessities and style of life of the consumer, the perceived utility and the perceived ease of use must be improved. The virtual shops must try to understand the consumers online, where the style of life and the shortage of time are both main factors that influence the person at the time of buying online [3].

3.2. APPLICATION OF THE INTERCULTURALIDAD TO THE CONSUMER ONLINE. SPECIAL REFERENCE TO THE FLOW STATE.

Luna et al., (2002) analyze the influences of the culture within the Web, the cognitive costs (within the information processing), and the negative of these to reach the flow state.

Luna et al. (2002), in their model, will consider attitude and the intention to revisit the Web site. If the navigator does not manage to understand the information that is offered to him, he will not return to visit the Web site. Even if the navigator enjoys himself, there will be also a negative balance towards the visit of the site, whether it be an exploratory navigation or a directed one [25].

In order to analyze the effect of the culture, the manifestations of the culture, language as a cultural symbol and the cultural congruence in the Website will be considered :

- a) With respect to the **manifestations of the culture**, Luna et al. (2002) consider these culture values as rituals, heroes and symbols. The knowledge of these three values that define a culture facilitates the design of the Web site so that the consumer enjoys his visit.
- b) Language as a cultural symbol is very related to the information processing and its cognitive cost. Luna et al. (2002) Model is based on a psicolingüístico model; the Conceptual Model of Characteristics (CFM - Conceptual Feature

Model) specifies how the bilingual individuals construct forms (words) and meanings (concepts). The words in each language activate a series of conceptual characteristics. For example, the concept of *cena* in Spanish, in English is dinner, but the *cena* concept is associated with night and family, whereas dinner is associated with night and rest. The bilingual minds contain two schemes of specific knowledge for each language: the scheme “*cena*” and the scheme “*dinner*”. Each scheme will be activated alternatively depending on the language that is being used. The cognitive structures are affected by cultural keys, language, and it implies that the bilingual individuals experience a "cognitive duality", jumping automatically from one to another cognitive structure with a language function that they process at any time.

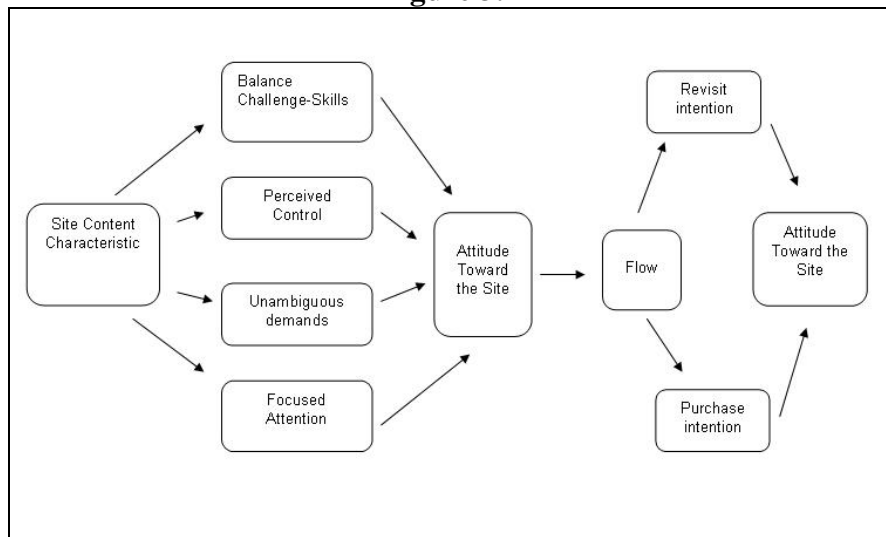
- c) Understanding the culture manifestation is essential for the conceptualization of the cultural congruence. When the values of the Web site are not compatible with the visitors culture, they clash with a culture incongruence.
- d) Culture Congruence of the Web site. The Webs sites can reach their congruence in two ways: congruence in its content, including in the site a verbal and nonverbal content congruence with the specific culture, and structural congruence, allowing the structures of the Web site to be developed in relation to the culture at issue.
- e) The congruence in the content can be reached including drawings of the objective country accompanied by text that describe situations of use of the product which are culturally appropriate. And the structural congruence can be obtained personalizing the structure of all the Web site to the aimed culture.

Therefore, the authors take us to the reasoning of which those culturally congruent sites webs will be those that offer to their visitors the possibility of choosing the appropriate culture, and that after clicking will be sent to a link with values, symbols, heroes and particular rituals of his culture.

The explanation with cognitive component is based mainly on the cognitive effort; when exposing to the visitor to a culturally appropriate Web site, it will reduce the cognitive effort, since when the new information appears in congruent schemes, the visitor will process it more easily and assimilate it [19]. The congruence of the Web site must impact on the pattern of the visitor but his cognitive effort should not be excessive.

Luna et al. (2002) offer their state of flow model in webs sites with culture congruence (Figure 3.2.):

Figure 3.2



Reference: Luna et al. (2002)

Commenting on the previous figure, it can be appreciated how all the elements analyzed before by Luna et al., (2002) such as cultural values, can be

found inside the contents of the Web site. The model puts forward that these influence in four constructs. The influence comes in the following form:

- Ability and Challenge: A too high level of congruence could create boredom. The same happens with the level of ability and challenge. A very low level of the challenge as opposed to very high ability, would bring boredom to the visitor and it would not create a positive attitude towards the Web site. On the other hand, an excessively high challenge could scare the visitor, overloading his cognitive effort in the data processing, and developing negative attitudes towards the Web site. Therefore, the difficulty of the challenge does not have to be excessive.
- Perceived Control: To make navigation in the Web site easy, that is to say, that the visitor knows how to find the information that he is looking for, how to understand both the structures and the design.. This will reduce the cognitive effort and will increase the perceived control .
- Ambiguous Demand: In order to reach the flow state it is necessary to offer a coherent Web site. If in the design of the Web site the culture of the visitor is not considered, this can make him feel in a completely strange environment with values that he does not understand, and that can make him frustrated and cause a negative attitude towards the Web site.
- Focused Attention: Luna et al.(2002) opt for the web sites with cultural congruencies, with images and language that draw the attention better than those that are not designed in that way, because low and excessive challenges of the Web sites can drive the visitor to boredom or to frustration, respectively.

The authors offer a characteristic of the Webs sites that are able to absorb the visitors towards a flow state and they define it as "sticky Web", being based on the idea that when a visitor enters a Web with these characteristics, he spends his time in remaining in it. "Sticky Web" has two characteristics; the revisit intention and the purchase, therefore, if the visitor reaches the flow state when visiting our Web site, it obtains the characteristics of a "sticky Web" (Luna et al., 2002).

After an empirical analysis of the model, it comes to light the importance of the cultural congruence so that the individual can reach the flow state (Luna et al., 2002).

3.3. APPLICATION OF THE STATE OF FLOW AND THE MODEL OF ACCEPTANCE OF THE TECHNOLOGY TO THE BEHAVIOUR OF THE CONSUMER ONLINE:

The analysis that Koufaris makes (2002) is based on a change in the way to treat the consumer. The traditional consumer, interacting with new media as is Internet, becomes a user of the computer. As a second change, the step from real surroundings, the traditional store, to virtual surroundings, a virtual store, through information technology. It will be necessary to consider the advantages that the new media has but also the weaknesses or deficiencies in relation to the old one ([17], [18]).

Koufaris (2002), in his study of the application of TAM and State of Flow to the behaviour of the consumer online, has followed the next steps: The main purpose of its investigation is to discover what motivates the consumer to return to visit a Web, that is to say, the retention or loyalty of the client in relation to the visits and the unplanned purchases. For this reason some emotional and cognitive responses will be analyzed and how they influence in the visit to the virtual store. Also the study of information searching mechanisms and the analysis of models for the base and explanation of the different behaviours are added to the model.

a) Revisit Intentions:

The customer revisit intentions start with the characteristics of the fidelity or loyalty of the client to the Website, and it is that loyalty to the Web site the challenge for the companies in this new media. Koufaris et al.(2002), mention three reasons of lack of loyalty; which are the lack of resources, non-shopping style life and discretionary loyalty.

As variables that condition this return to the Web site, there are the perceived control, shopping enjoyment and concentration/ attention. The three first variables presented/displayed in this model are within the context of the attitudes of the consumer, which also are within the Theory of the State of Flow ([17], [18]).

Koufaris et al. (2002) analyzed the variables or emotional responses of the consumer, to pleasure, control and excitation, the first two of which they used for its analysis, relating them to shopping enjoyment and Perceived Control ([17], [18]). And on the other hand, they relate the Theory of the State of Flow and

TAM, being based on the control perceived directly related to the perceived ease of use and perceived utility.

b) Unplanned Purchases:

The analysis of the purchase that is not programmed is based, overall, on the facility that has a consumer online to discover, a product and to make his purchase due to the promotions online. In addition to that, the privacy the world online offers isn't offered in the traditional market.

The following ideas can be adopted [17]:

- The investigations on the flow state support that enjoyment while buying can increase the exploratory navigation.
- That exploratory navigation foments the impulsive purchase.
- The increase of the impulsive purchase due to its enjoyment increases the satisfaction of the consumer.

Therefore, from these premises, Koufaris (2002) offers two hypothesis:

1. That a high level of enjoyment in the purchase increases the possibility of unplanned purchase.
2. That perceived control reduces the unplanned purchase.

c) Emotive and cognitive responses determinants.

The determinants of the cognitive answers proposed by Koufaris (2002) are involvement in the product, demographic determinants, user ability, search mechanisms and challenges.

Product Involvement:

Involvement is "(a) a person's motivational state towards an object where (b) that motivational state is activated by the relevance or importance of the object in question" [22]). Certain authors establish a distinction between affective or emotional involvement and cognitive one ([23], [22]). As an example of the first case, a study on luxury has revealed that the consumers often wanted to attribute a territory that they described as "luxury for them". For example, perfumes, beauty products, shoes or handkerchiefs. They spontaneously evoked the pleasure felt when buying and consuming these products. On the other hand, involvement for necessity, for example when looking for a job. This is known as "rational" or cognitive involvement.

Other authors prefer to distinguish between permanent and occasional implication. The permanent involvement of a person within a product category is

often explained by his experience or his moral values. In order to find out the temporary involvement first it is necessary to analyze the specific characteristics of the product (complexity , technicality, time of use) or the context of the purchase (Purchase for oneself or as a gift).

Zaichkowsky (1986) indicates that the involvement can refer to the advertisement, to the products or the decisions of purchase. On the other hand, Greenwald and Leavitt ([10],[11]) established four different levels of audience involvement with the advertising message, depending on the capacity of the individual to be centred on the message: penetration, focal attention, understanding and elaboration.

From another point of view, in this article the involvement is treated not as an attraction of the consumer towards the Web site but what would happen when this person visits the Web site. The three objects of the implication that will be considered are the perceived control, shopping enjoyment and the concentration.

Koufaris (2002) upholds that a consumer with a high level of involvement will have a better experience due to his high interest in the product.

Demographic Determinant:

On the demographic component, Koufaris doesn't talk about the possible existing differences in the behaviour in the navigation based on this determinant.

Web Skills/ Challenges:

These two determinants are united, although Koufaris analyzes them separately. They are correlated, since there must be a certain level of difference between skills/ challenge so that the consumer does not fall into a boredom state, that will reduce the concentration/ attention into a frustration state, that moves us away from the perceived control.

Therefore, Koufaris, on the one hand, bets on a positive relation between the ability of the user in Internet with the perceived control, shopping enjoyment and concentration, whereas, on the other hand, he relates the challenge in a negative way to the rest of the same elements.

Product Searching Mechanism:

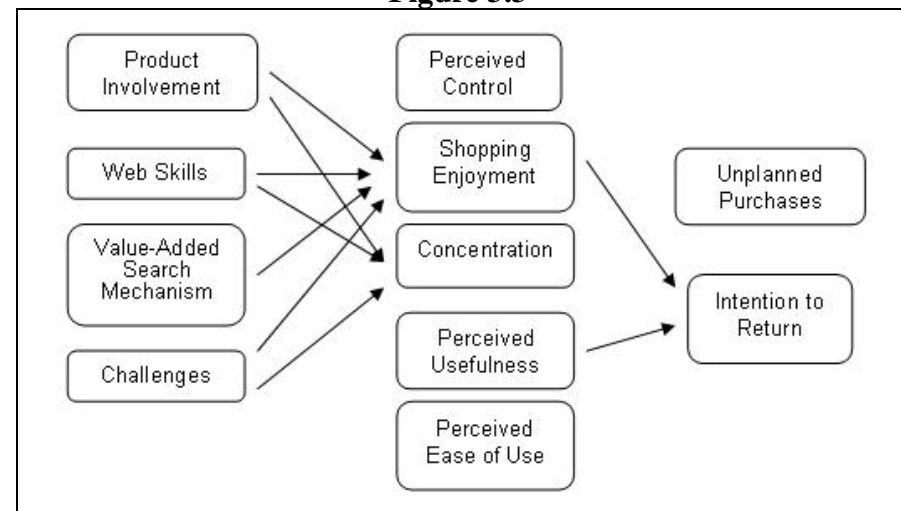
The searching mechanisms were already analyzed in Koufaris et al (2002).Here two different search mechanisms are stated: The one that does not offer an added value and the one that offers an added value. The difference is the characteristic of the information, since the first is objective information, that could be the title or the price of a book, and in the second type it would be related

to subjective information, organized mainly by the organization in charge , very related to the CRM or by virtual communities [18].

The consumer will be grateful for the information with added value, overall because the information may not be found in the physical world or it is difficult to obtain. Therefore, the searching mechanisms with added value are positive for perceived control, shopping enjoyment and concentration ([17], [18]).

In the next figure it can be appreciated how not all the hypotheses raised by Koufaris have been fulfilled, remaining the model in the following form (Figure 3.3.):

Figure 3.3



Reference: Koufaris (2002)

The first conclusion is reached from the meaning of model TAM for the intention to return to the Web site at issue [18]. Although no relation between

perceived ease of use and intention to return is appreciated, it is known that a relation between them and perceived usefulness exists. And there is also a positive relation between both, perceived Usefulness and Intention to Return towards the Web site use. ([6], [29]).

The future visits are related to the perceived utility (extrinsic motivation) and to the shopping enjoyment. An emotional component in the intention to return exists which affirms that the consumer online resembles the consumer offline because he does not only look for a utilitarian visit but also can look for a hedonic visit.

Koufaris (2002) attributes the lack of relation between the variables of the Theory of the State of Flow and unplanned purchase to the incentive of only 10\$. The empirical test was based on giving that amount of money to the subjects for the accomplishment of an unplanned purchase. In order to do this, it is necessary to have more money than 10\$, so it cannot be similar to what would be the behaviour of unplanned purchase.

The relation of skills and challenge is related to the shopping enjoyment, supporting the idea of the enjoyment while the purchase is made or visits to the Web site, in the same way that the added-value searching mechanisms influences positively in the shopping enjoyment. It can be affirmed that the use of these searching mechanisms with added value helps to reach shopping enjoyment, and with it, in the intention of purchase.

Koufaris (2002) leaves a way open to continue investigating on the behaviour of the consumer online, and the application of both models.

4. CONCLUSIONS:

Understanding the consumer motivations that induce him to visit a Web site and the later purchase is the base on which to design a place where he feels satisfied, secure and develops a future fidelity.

On the one hand, the lack of knowledge of the new medium, and the difficulty to understand and to process the offered information must be reduced because the main benefit of the purchase in Internet is the low cost in the information search but in order to take advantage of it the customer needs to understand it.

The control of media and the security in that new environment is also very important because it will facilitate the adaptation of the consumer to a new way of shopping. Mathwick and Rigdon (2004) speak of a "perception of game",

and they say that if we manage to make the consumer enjoy himself while searching for information, it can transform the activity into a pleasurable experience.

The enjoyment and the control are directly related to the skills and the challenge, reason why in the design of a Web site it will be very important that the relation takes us into a state of flow. There are four situations according to the relation which are, flow state; boredom, apathy and anxiety. Therefore, people tend to develop a more positive behaviour when they perceive a greater control over the medium. In the models analyzed before, for example Luna et al, (2002), talk about the balance between skills and challenge, and the perceived control, and Koufaris (2002) also talks about perceived control and enjoyment.

Chen et al., (2002), analyzing TAM, talked about the compatibility and how it would facilitate the positive attitude towards the Web site, on the other hand, Luna et al., (2002) point to the characteristics of the Web site, and for their analyses they consider these elements in order to facilitate the attitude towards the Web site, so a better understanding of the medium would be offered to the user, adapting better the skill to the challenge, facilitating the enjoyment and increasing the perceived control. Therefore we could affirm that the cultural values, where we introduce both the compatibility [3] as well as the culture congruence [19] would favour the enjoyment and the perceived control.

The attitude of the consumer is a very important element in the information processing, TAM and state of flow. Analyzing the model of dual mediation and the routes of information processing [26], the attitude is always present, thus, it must be an element to consider when making a model to include/understand the behaviour of the consumer when he is looking for and analyzing information. What is more, the special characteristics of the Information processing in Internet, the control of the medium (control perceived in state of flow) and the involvement leads to a most intense and elaborated information processing. At the same time, the union of these characteristics, plus the concentration, takes us to the flow state, so desired in the consumer that the information offered to him is remembered for a long period of time. In addition, if interactivity with medium is reached, experience of the flow state, the retention of the information is better ([26], [7], [8]).

Knowing that the cognitive effort of the information processing in Internet is higher [26] due to the high levels of concentration that are reached it will be necessary to facilitate the information processing to the consumer online so

that he reaches the enjoyment and returns to the Website when he wants to look for more information. In order to eliminate the overload in the processing and centre his attention more on the retention of the information, in addition to the cultural values, Koufaris (2002) talks of added-value searching mechanisms that offer a complementary information giving a greater security to the user at the time of analyzing products online, greater confidence and reduction of the perceived risk. These mechanisms are very related to the virtual communities and favour the navigation pleasure, as demonstrated by Koufaris (2002) in his article.

So, if a Web site is designed considering its characteristics so that the cultural values agree with the visitor, the perceived enjoyment would be greater, the cognitive effort would be reduced, and more time could be dedicated to navigation. At the same time, the attitude towards the Web site would be more positive than if, due to not understanding the language or the symbols, one could not interact with the Web site. Starting from the previous supposition, the more related the navigation is with the language and the signs of the place, greater control he perceives. And he will also perceive a greater enjoyment. So we could make the following hypotheses:

H1 – The design of the web site considering the cultural values of the user acts positively on the enjoyment perceived.

H2 - The design of the web site considering the cultural values of the user acts positively on the attitude towards the web site.

H3 - The design of the web site considering the cultural values of the user acts positively on the perceived control.

H4 – The perceived control acts positively on the perceived enjoyment.

Analyzing another element, the added-value searching mechanism, we could say that if a system that offers an added value to the visitors exists in the Web site, extra information that does not come directly from the company but from other clients who have used products, the risk perceived will be reduced and it will act directly on the perceived control. At the same time, as the user acquires data, the search will be more enjoyable, since the cognitive effort will be reduced.

H5 – The added-value searching mechanism acts positively on the perceived control.

H6 – The added-value searching mechanism acts positively on the perceived enjoyment.

Next, if the user experiences enjoyment and perceived control, his attitude towards the Web site will be positive.

H6 – The perceived enjoyment acts positively on the attitude towards the web site.

H7 – The perceived control acts positively on the attitude towards the web site.

Most of the followings hypotheses have been analyzed and have been checked;

H8 – The perceived usefulness acts positively on the attitude towards the web site.

H9 – The perceived ease of use acts positively on the attitude towards the web site.

H11 – The perceived ease of use acts positively on the perceived usefulness.

But a relation between the perceived ease of use and the perceived control must be added because if the navigator perceives the system as an easy to use, it will increase his perceived control, so that:

H12 – The perceived ease of use acts positively on the perceived control.

And the hypothesis is concluded affirming the following sentence:

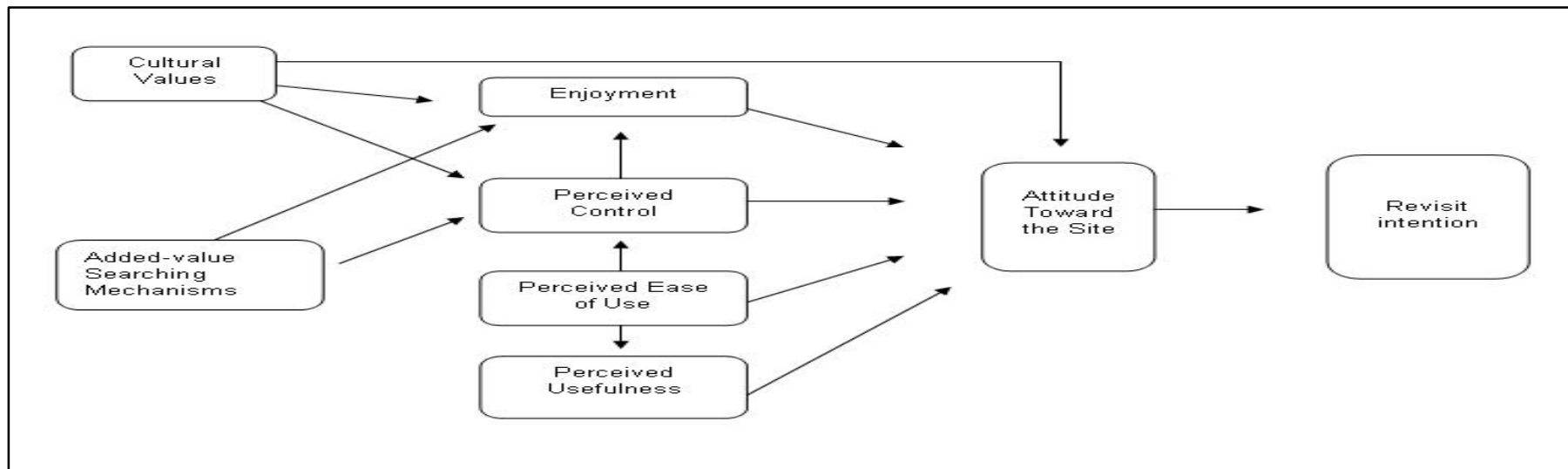
H13 – The attitude towards the web site acts positively on the intention of revisiting the web site.

Therefore, the model to be implanted would be the one shown in the figure 4.

With this model it can be seen how important it would be to facilitate the understanding of the Web site and how the user would benefit, developing a positive attitude towards the Web site. We know that in Internet, the success is in

revisits and the familiarisation with the place, so that whenever we must look for an item, we do not doubt at the time of selecting the place where to look for it.

Figure 4:



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