

Cultural Usability in E-commerce Website Design: Using Objective Characteristics

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Abstract

The increased communication speed has tremendously increased the usage of the internet and number of users. All the businesses are looking forward to build a presence in online arena through e-commerce websites. Usability of a website is the level of satisfaction and comfort that assures the acceptance by the users and attract maximum number of customers. As the internet is global market, customers of e-commerce websites belong to different regions and cultures. Every culture has its own characteristics, values and norms. For assuring usability, culture plays an important role in user interface which is lacking in most of the e-commerce websites and mostly ignored by website designers. The purpose of this research is to evaluate objective cultural usability for e-commerce websites in Pakistan. The study will also provide guidelines to the website designers for assuring the success of e-commerce websites in e-market.

Keywords: Usability; Culture; Objective Culture; E-commerce

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INTRODUCTION

Culture is a collective phenomenon that has their own norms, values, priorities and depicts the thinking pattern of any society (Hofstede et al., 2010). Culture differs geographically. Studies show that there is very important relation between culture and websites usability (Chu and Zhu, 2010; Daniel et al., 2011; Sohaib and Kang, 2014). To assure the acceptance of a website with high usability, it needs to be designed in accordance with cultural preferences. As the e-commerce is spreading by leaps and bounds, majority of businesses are looking forward for online sites (Kang, 2010). The e-commerce websites have a uniqueness of being the part of global market by default (Kang, 2007) and cover multiple cultures. Majority of e-commerce designs ignore the cultural feature of usability. Most of the websites are in international languages which makes it difficult for native users to surf over the website (Kang and Qian, 2010). Language is one of the cultural issues, there are several issues related to the cultural. In order to design e-commerce website on the standards of cultural usability, first of all, the culture needs to be studied. The culture can be mainly categorized into two categories, subjective and objective (Daniel et al., 2011; Smith et al., 2004). The subjective properties are intangible and the objective characteristics are tangible likewise color, text, language, symbols etc. (Daniel et al., 2011). The purpose of the study is to examine objective cultural characteristics that have an impact on the usability of e-commerce websites in Pakistan, which will finally help to provide guidelines to the website designers and developers. Guidelines will equally be helpful for international website designers that tend to target Pakistan's online market and researchers.

Culture there are many definition of culture but there is not a single definition that comprehend all, in some culture, it is behavior of human life, to some culture it is behavior, values and norms, to some it is communication. In short there are many different directions of culture. According to Hofstede, western nations civilization is considered as culture but culture is quite border terminology which (Hofstede et al., 2010) explains as "culture is the collective programming of the mind which distinguishes the members of one group or category of people from another". The author in (Hofstede et al., 1997; Hofstede et al., 2010) explains further that culture is group phenomenon because it is applied collectively on society not on individuals. In (Nielsen, 1996) discusses that culture consists of thought, feeling and actions learned through behavior, The author further discusses that for studying the culture it must be categorized first, a good method for classifying the culture is to divide it into layers depending on their variables.

Nielsen, (1996) discussed different methods of categorizing cultures, one of which is objective and subjective cultural layers Figure 1.

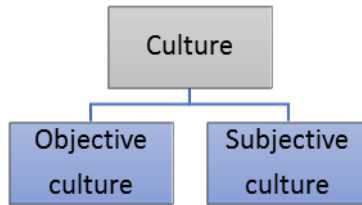


Figure 1: Categories of Culture

The artifact of the culture such as social customs, political systems, art craft and literature (Nielsen, 1996). A culture based research study (Daniel et al., 2011) defines Objective culture are the tangible, visible, easy to examine, the feature of culture such as language, color, metaphors, symbols.

Usability itself very vast domain and it covers many dimension and culture is one of the important dimensions of usability. Culture has an important impact on usability of website (Chu and Yang, 2010; Chu and Zhu, 2010; Jing and Rong, 2010; Kang and Kovacevic, 2012; Khushman and Amin, 2011; Safavi, 2009; Sohaib and Kang, 2014; Zollet, 2014). Kang and Kovacevic, (2012) reported that there is a relationship between the usability and culture, as culture has an effect on user perception of usability. Another research study by (Sohaib and Kang, 2014) concludes from different studies that in different cultures there is an important connection between the culture and e-commerce. In user interface culture it must be given importance and their work concludes that a designer must ensure acceptability in particular culture. (Safavi, 2009) also concludes that the human social factor has also an effect on web usability. Author (Khushman and Amin, 2011) confers that there is no doubt in relation between the culture and usability of website, they performed a comparative study between the two different culture of Arab and UK, and the conclusion of the study elaborated clear fact that culture has an impact on usability. A research on chain's website (Chu and Zhu, 2010) explores that culture has potential relevance with usability and different cultures have their own culture markers or symbols, they conclude that culture oriented evaluation for interface. A research by (Kang, 2004) discusses that different interface have different association with different cultures, they summarize that most of web designs take very minor interest in culture of customers and ignore very important issue. Kang, (2007) reported that most of web design do not consider the culture of the culture where two different cultures Korean and Australian conforms the findings that both cultures have different choices. Chu and Yang, (2010) investigate the impact of culture in user satisfaction in Chinese users, the results confer by positive impact. Kang and Qian, (2010) conducted a research on two entirely different cultures and assures by the result that there is quite clear impact of culture on communication with the websites. Kralisch et al., (2005) confirms that there is clear impact of culture on website navigation. According to Daniel et al., (2011) culture can be utilized for designing more usable websites and determine by their findings are the cultural features of users are a key issue to of acceptance of a website user.

Current design practices do not take cultural issues into account while designing e-commerce websites. The designers have ignored the impact of various characteristics of culture on number of transaction made day to day basis.

As discussed above, it is figured out that culture holds importance in the useable user interface design process of the e-commerce websites. Culture is a vast area, having many dimensions. Most of the social scholars divide and distribute culture in two basic categories, tangible and intangible, which further have multiple properties. In the study we have focused on the tangible properties commonly known as objective culture characteristics. i) Color ii) language iii) number format.

MATERIALS AND METHODS

After review of the literature the next steps for this study is to survey development, inside the survey an important issue was to design the questionnaire and survey items. The fourth step is to collect data and related issues. Once data collected, the next step was to analyze the data against the research problems. The last step involved in this research carried out to analyze the study in order to give with recommendation and propose a guide lines to be followed by the web designers.

The objective properties were chosen as the most commonly used cultural activities like language, color and number formats etc.

Color

Color is considered in the context of likeliness of bright or light colors. Culture of Pakistan would be examined against the sharp or bright and light colors.

Language

The national language of Pakistan is Urdu, so the national language will be tested against the international language English. The results would show whether the participants are comfortable with Urdu or English?

Number Format

Date and time have different formats all over the world and it is also the part of the culture (Daniel et al., 2011) that is, some countries use 24 hour and others use 12 hour. Same is the case with the date format. This was the reason that number formats are put under study.

a. Primary data

The primary data was collected using survey and the survey was conducted with the help of a questionnaire.

b. Website

A sample website was also created which was attached with questionnaire and the user have to surf that particular website before going through the questionnaire. The purpose of using a dummy website as a prop was to create an ease for the participant to avoid uncertainty.

c. Sample and Population

As the research focuses on culture of Pakistan, so the population under the focus was, all the people of Pakistan who can use the internet because the usability of a website is needed to be evaluated. For this survey, random sampling is the best option because random sampling is used where a large number of population is available. In random sample each member of the population has an equal chance of participation. In the case of very large population a small number of sample is equally useful (Macdonald et al., 2008) so a random sample of 1000 people is chosen for this study from all over the Pakistan. In order to get more accurate results, the sample is taken from different geographic regions of the population.

d. Data Collection

The data was collected using survey method of research, a way of gathering primary data from subjects. The survey was conducted through an online questionnaire accompanied by a mock website.

e. Pilot Test

Before conducting the survey the questions was tested, for that a pilot test is adopted.

RESULTS AND DISCUSSION

The questionnaire was analyzed by dividing properties of objective culture under study and its categories.

Language

The chart in Figure 2 depicts the likelihood of the native language on other hand many people disagree with the statement and like to surf website in English language rather than Urdu but majority preferred national language. The effect of national language is shown in Figure 3 which shows the navigation process is much easier in Urdu than English.

The results regarding national language as culture usability shows a trend towards comfort and ease in usage of e-commerce website but still there is a proportion that disagree and tends to visit sites in English that might be due to education differences. On the other hand Pakistan is having a variety of domestic languages like Pashto, Sindhi, Punjabi, Balochi, Serayki and others which also has some influence but Urdu language is preferred the most.

Color

Most of the participants have agreed that the sharp colors attract them more than dull colors shown by chart in Figure 4. The Figure 5 depicts that most of the subjects agree that light colors are more comfortable to use. The color property results show that most of the people are comfortable with light colors while using and navigating but the only thing which is irregular, if a sudden attraction is required then sharp colors work better. It is also part of human nature that if contrast colors are used, it take quick response from the viewer. For long usage of any page, especially website eye relaxing colors are preferred. The sharp colors need to be used with keeping in mind the importance of attraction. Discount offers and alerts must be in shocking or catchy colors or they could have blinking effects.

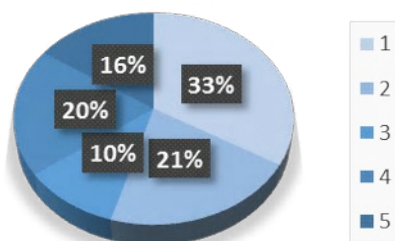


Figure 2: Likelihood of native language

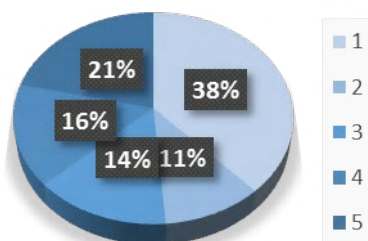


Figure 3: Ease in navigation with native language

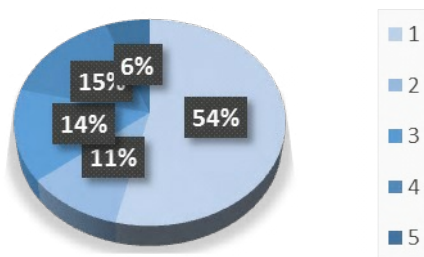


Figure 4: Likelihood of sharp colors

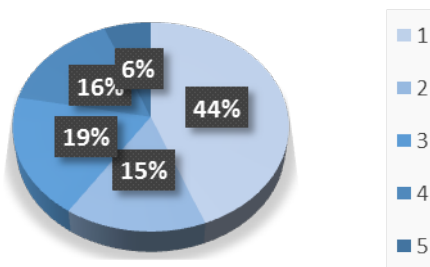


Figure 5: Comfort in light colors

Number Format

The Figure 6. Date format shows that participants preferred 25/06/2016 as a very clear majority. Majority of respondents in Figure 7. Time format selected date as 25 June 2016.

The results regarding the number formats show that Pakistani culture is used to DD/MM/YY not with MM/DD/YY in their daily life. In date if further detail is given such as name of the month as in example 25th

June 2014 it is preferred. If focus is about the time Pakistan in majority is comfortable with 12 hour format. Time must contain am and pm specification to eradicate confusion. As the date format followed as official format in Pakistan is day-month-year, so most of the products and businesses also follow this. During order process in e-commerce transaction date and time is frequently used so it must be according to the expectations.

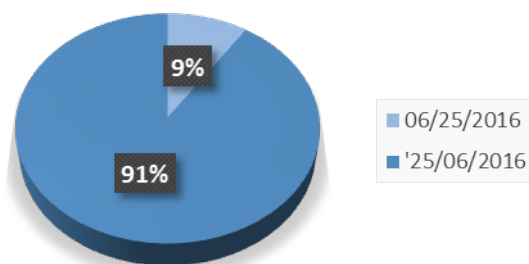


Figure 6: Date format

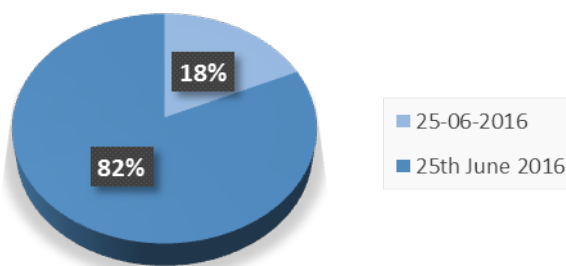


Figure 7: Time format

Guideline for designers

Based on the research conducted, the following guidelines are outlined for the designers of the websites in Pakistan. The majority of websites in Pakistan are based on international language that is, English. The selection of national language Urdu for e-website could be a good choice which can increase the usability of website. Due to less education and low literacy particularly in the rural areas of Pakistan, Urdu language performs better than the English language.

The overall color, layout should be light that creates easiness for the users. If sharp colors are used for the layout, user may not use site for long. However, for the offers that must be eye-catching, the sharp colors should be used.

Most of the e-commerce sites need to use date and time for the transaction process, so they must set it according to the cultural trend of Pakistan that is, date should be in dd/mm/yyyy format. If month given in words, much better. For time, mostly Pakistani have chosen the 12 hour format, so 24 hour format is not suggested.

CONCLUSION

The outcomes were very productive and important for prospective design of commercial websites and for electronic transactions at the end. The results show that all the variables have profound impact on the success of electronic business. We observed that culture of a user is a key factor to determine the user's acceptance towards a website, particularly an e-commerce website. Acceptance by the user will assure the

success of business. The culture of target market should reflect in use interface design which can improve not only the usability of websites but also customer satisfaction and productivity.

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