Cultural Differences and Interface Usability for E-commerce Website: An Exploratory Study

9th Annual Student Research Conference

Jennifer Zhao
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Agenda

- Why?
  - Importance
  - Literature Review – the Theoretical Foundation

- How?
  - Research Design
  - Data Analysis

- So What?
  - Results
  - Limitations
  - Next …
Why this Research is Important?

- **What is Happening?**
  - Internet - Popular Medium of Communication
  - Rapid Growth of e-Commerce

- **New Opportunities & Challenges**
  - International Markets & ‘Global Customer’
  - Cultural Differences - Perceptions, Attitudes, and Trusts to an E-commerce Website

- **Implications for:**
  - Researchers
  - Practitioners
Literature Review

- Relevant Literature
  - Online Consumer Behaviors
  - Website Interface Usability
  - Cross-cultural Studies

- What we know so far?
- What we do not know yet?
“No longer can issues of culture and usability remain separate in design for the World Wide Web.” (Barber and Badre, 1998, p. 1).
The Research

- **Research Design**
  - 6 Chinese Students + 6 Kiwi Students
  - “Think aloud” + Additional Probe Questions

- **Data Collection**
  - Paper Prototyping
Paper Prototyping

What is it?

Why use it?

How it used?

Prototyping Materials
Data Analysis

- The Flow Model (Miles and Huberman, 1994)
  - What/How?
  - Components of the Flow Model
Results

- Results So Far …
  - Understanding Varies among Participants;
  - Relatively Consistent Expectations;
## Data Display: Single Case

**Keys:**
1. Back to Home
2. Links to Products
3. Account/Order
4. Search Engine
5. Help
6. Login/Register
7. Shopping Cart
## Data Display: Cross-Case

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Results

- Results So Far …
  - Understanding Varies among Participants;
  - Relatively Consistent Expectations;
  - Common Experiences vs. Cultural Influences

- Results also Show Possibilities to
  - Use cultural variables as a tool to understand cultural behaviours;
  - Use prior literature as a framework to orient qualitative data collection and analysis;
Conclusion & Next Step ...

- Limitations
  - Use of Prior Literature
  - Use of Field Notes
  - Samples Selection

- Next Step …
  - Where can we go from here?
  - How can we get there?
Acknowledgement
Your Questions are Invited!