Website Performance and Behavioural and Consequence: A Study of Travelers

[1]Brahmmanand Sharma
[1]Assistant Professor
[1]Department of Marketing,
[1]Prestige Institute of Management, Gwalior, India

Abstract: The study was conducted on impact of website performance and behavioral consequence. The study seems to website performance and behavioral consequence focus on enjoyment, trust, navigation challenges, website design and ease of use. The study was conducted to know the changes in website performance before and after the behavioral consequences. The empirical phase of the research was focused primarily on identifying the underlying factors to measure the effect of Behavioral consequences on Website performance. For the study of this research work non probability sampling technique was used on 200 respondent. The final results of analysis confirmed that There exists a significant impact of behavioral consequences on website performance with significance value of .000 level of significance. This study gives a direction to the website companies to frame their website structure by considering the behavioral attributes of the customers in order to sustain for a long period of time in the market.

***Index Terms* - Website Performance, Behavioral Consequence.**

I. INTRODUCTION

Increasing use of internet has enabled people to access information about places they are aiming to visit so it become compulsory to provide a platform that is not just providing information but is attractive to understanding website performance and behavioral consequences. It plays a vital role in attracting tourists. The significant growth of Internet users in the past two decades, the Internet has transformed the approach in which individuals recognize communicate, and make purchase decisions. Not only has the number of consumers shopping online improved, but the number of online retail stores has exploded. Particularly given its relatively low setup cost online retailing has been a smart option to both large and small retailers as a way to develop their markets beyond their regional bases. As much as this hefty market growth is encouraging for online retailers, it also signifies increasing contest among the retailers as consumers can now speedily and easily shop from a seemingly infinite number of online stores. In this competitive world, the success of online retailing hinges on ensuring that consumers not only visit a retail site but also spend significant time exploring and navigating a retailer's virtual marketplace. To achieve this goal, web designers and design managers must understand the ways in which consumers: choose a particular website among many identified through searches; interact with and evaluate the site's interface design; and make a purchase from it. The current study explores this issue in the context of primary patronage behavior (i.e., buying intention from a site from which they have never made a purchase) by incorporating the concepts of initial self-congruity and flow. Self-congruity refers to the degree of agreement between a consumer's personality and his or her perceived personality.
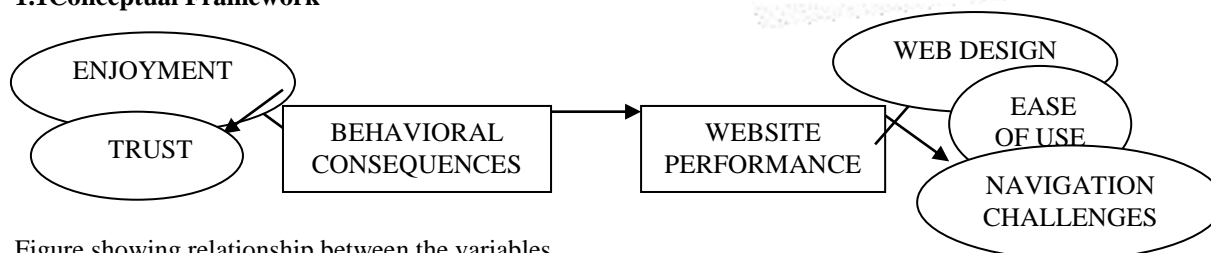
1.1 Conceptual Framework

Figure showing relationship between the variables

BEHAVIORAL CONSEQUENCES

1. Enjoyment

A successful e-Learning website is thought to be enjoyable and engaging, positive and supportive, active, collaborative and contextual. To find out the perceived usefulness and perceived ease of use are functional motivation factors and perceived enjoyment is an entertainment factor. Emotional and cognitive reactions of customers under the network environment are very important, because they are required in online shopping. Emotional reaction is induced by the process of interaction between people and environments, and perceived enjoyment is proposed in order to conceptualize emotional reactions. The perceived enjoyment is intrinsic rewards form the use of technology and service. Perceived entertainment is a measure of the user's emotion and it refers that whether it is fun in the interaction with the information system. The.focused on the customer's emotional state by

studying the enjoyment of online shopping and showed that perceived enjoyment is an important affective component. According to self-determination theory, customers can make their own decisions and they will generate internal drive behavior when they are interested in a website or prefer shopping in a website.

2. Trust

The first step to garnering trust is to make your site appear legitimate and professional. Both the an suitable color scheme and imagery .Trust is a fundamental component of the Semantic Web vision has included all along a trust layer to incorporate the ontology, rules, logic, and proof layers. Trust often refers to mechanisms to verify that the source of information is really who the source claims to be. Signatures and encryption mechanisms should allow any consumer of information to check the sources of that information. In addition, proofs should provide a tractable way to verify that a claim is valid. In this sense, any information provider should be able to supply upon request a proof that can be easily checked that certifies the origins of the information, rather than expect consumers to have to generate those proofs themselves through a computationally expensive process. The web motto "Anyone can say anything about anything" makes the web a unique source of information, but we need to be able to understand where we are placing our trust.

WEBSITE PERFORMANCE

1. Website design

Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardized code and proprietary software; user experience design and search engine optimization. Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all.[1] The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing mark up. Web design partially overlaps web engineering in the broader scope of web development. Web designers are expected to have an awareness of usability and if their role involves creating markup then they are also expected to be up to date with web accessibility guideline.

Describes the tasks of designing HTML driven web pages to be displayed over the World Wide Web. Web design encompasses a number of important elements including color, layout, and overall graphical appearance. Web designers consider the site's audience, function, and traffic to specific sections when deciding designs. Web design has become a very lucrative business as more and more companies create websites.

Web design is the planning and creation of websites. This includes the information architecture, user interface, site structure, navigation, layout, colors, fonts and imagery. All of these are combined with the principles of design to create a website that meets the goals of the owner and designer. With this review, improve your understanding of Web design.

2. Ease of use

Web usability is the ease of use of a website. Some broad goals of usability are the presentation of information and choices in a clear and concise way, a lack of ambiguity and the placement of important items in appropriate areas. Another important element of web usability is ensuring that the content works on various devices and browsers. Another concern for usability is ensuring that the website is appropriate for all ages and genders.

The idea of Usability is centered on the concept of making the interface of the website more users friendly. Some of the common aspects of Usability are – simplicity, consistency, familiarity, clarity, credibility, relevancy and accessibility. The focus is to make users feel at ease and remove all the bottlenecks from the conversion path so that users don't have to deal with any inconvenience while browsing or purchasing a product online.

In the context of e-commerce websites, the meaning of web-usability is narrowed down to efficiency: triggering sales and/or performing other transactions valuable to the business.

Web usability received renewed attention as many early e-commerce websites started failing in 2000. Whereas fancy graphical design had been regarded as indispensable for a successful e-business application during the emergence of internet in the 1990s, web-usability protagonists said quite the reverse was true. They advocated the KISS principle (keep it simple, stupid), which had proven to be effective in focusing end-user attention.

Whenever you are creating a new website, design and ease of use are essential. If the design is not functional and not easy enough to use, visitors will become easily impatient and will be discouraged from returning to your website. Here are a few Salt Lake City web design tips for making a website that is both attractive and simple to use.

3. Navigation Challenges

Meaningful navigation labels indicate that the company considers users' needs and understands their mental models and vocabulary. When people are faced with clever or nondescript category names, they may not be able to determine whether the relevant content exists on the site. As a result, they will become frustrated and may abandon the site. In contrast, when the links unambiguously point users in the right direction, they will feel confident and will trust your company.Accurately determining one's place has been a recurrent problem in history. It even precedes the first deep-sea navigation attempts of ancient civilizationsand reaches the current time with the issue of legal mandates for thelocation identification of emergency calls in cellular networks and the emergenceof location-based services. The science and technology for positioningand navigation has experienced a dramatic evolution. The observation of celestialbodies for navigation purposes has been replaced today by the use of electromagnetic waveformsemitted from reference sources.There is a large variety of radio-navigation systems, ranging from legacy ones datingfrom the middle of the last century, such as Decca or Loran, to the ones relying on thetransmissions from wireless local area network (WLAN) base stations or from the devicesfound in wireless sensor networks. However, the systems based on satellite transmissionsare the ones that play a prominent role today. They are gathered under globalnavigation satellite

systems (GNSS). This term refers to all systems (some of them operational,and others under development) that provide users with positioning information

1.12 REVIEW OF LITERATURE

According to the study(Dickinger and Stangl, 2013), important dimensions of website performance include content quality and utility followed by ease of use and website design. The effects of trust are not strong enough compared to variables mentioned earlier.

Lin et al., (2012) examined that a successful website should be enjoyable, captivating, positive, helpful and contextual. This study further explored online learning websites (e-learning) and found six encouraging features for visitors' enjoyment and engagement, such as, 1) Attractive appearance, 2) Increasing interaction with learners, 3) Ease of use, 4) Asynchronous accessibility, 5) Relaxing and short tasks and, 6) provision of useful hyperlinks. Additionally, this study also suggested five advance strategies for designing e-learning websites (such as museum websites) enjoyable: 1) Adopting multimedia and interactive technologies, 2) considering the characteristics of self-directed learning, 3) having qualified staff and adequate financial support, 4) considering the targeted audience, and 5) making the information more sharable.

The study **(Tangcharoensutichai and Phusit Wonglorsaichon, 2012)** reports that online re-purchase intention is most dominantly influenced by attitude toward online purchase. Trust have significant effect on attitude, and is a critical aspect of online shopping that can creates a positive attitude toward the transaction behavior which leads to customer purchase intentions. Financial security also has significant effect on trust. Online service settings are evaluated on consumer's interpretations and perceptions of website and payment security systems; this links between assessments of online financial security and website trust. This have confirmed that consumers are more concerned with security issues in the online service environment. This study also reports that simple navigation and real-time online communication will improve customers' long-term satisfaction as e-commerce lacks face-to-face interaction. Further this study states that in order to provide satisfactory information and safe online transactions, search engines, information agents, and information customization software should be implemented to avoid information overload to customers.

The study **(Sherchan et al., 2013)** on the topic "A survey of trust on social networks" reported that a comprehensive review of trust in social networks. He examined the definitions and capacity of trust through the prisms of sociology, psychology, and computer science.This study recognized the various facets/aspects of trust as: calculative, relational, emotional, cognitive, institutional/system, and dispositional. The study of trust in social networks is still in an early stage. Trust models in social networks can be largely regarded as accept of models from other disciplines to social networks. Therefore, trust models in social networks are yet to include most aspects of trust in trust modeling. We next discussed social networks and their development from human to human networks to Web-based social networks. The discussion also covered the properties of social networks, and why trust is important. Understanding the human social networks and their properties provides an insight into Web-based social networks, and how trust can be computed using principles from sociology. The most significant aspect of a social network is its social capital, which refers to the collective value associated with the social network. Social capital can be harnessed to cultivate trust in social networks. He discussed the differences and similarities between social capital and social trust and described an approach to derive social trust from social capital., He recognized that trust models for social networks should cover two aspects of trust: sociological and computational. The sociological aspect of trust includes emotion, manners, attitude, and experience of the members. The computational aspect should provide a notion of capturing and computing these sociological ethics. We reviewed social trust literature from both of these perspectives. Although a number of solutions have been proposed in the literature, a holistic solution for building trust communityin social networks is yet to be developed.

The study **(Al-Salebi and Reynolds, 2010)** examined "The important characteristics to make good website" In this study they take website design as a variable .In this study observed that evaluation six websites in which three website were good and other three were bed. The three good websites, which were goldenapplenten, practical family and commongood radio, have implemented the essential characteristics and their aspect successfully. As a result, they were evaluated as good websites. Also, these websites have traits which are personalize,responsive, interactive and contrast trait. in contrast the other three websites, which were dominos, videosonicclab, and Havenwork, have not implemented the aspect of the characteristics. As a result, they were evaluated as bad websites. from this experiment the designer becomes aware about the important characteristics and their aspects to make a good web site, and their benefits that come from websites when using these traits.

This study conducted by **(Sprunk et al., 2016)** the topic" An Experimental Protocol for Benchmarkin Robotic Indoor Navigation". They observed that an experimental protocol to calculate a robotic indoor navigation system as a whole. Differently from other scientific disciplines, robot navigation cannot be evaluated only with datasets. To make sure repeatability and reproducibility of experiments, our benchmark protocol provides detailed definition for the environment dynamics. Additionally, we proposed the concept of a reference robot to allow comparison between different navigation systems at different experimentation sites. We applied our protocol and conducted experiments with different robots in two different research groups, showing the validity of the benchmark.

The **(Gehrke, 1999)** abundant literature on this subject indicates thetrend in designing Websites is toward simplicity. "Coolstuff" is on its way out. Revolving wingdings, flashingbanner ads, grotesque background colors and textures,and a meaningless multitude of multimedia effects thatrequire endless plug-ins will be extinct as electronic commerce continues to advance. The results of the users' survey also suggest that page loading speed is the most important category. Users no longer want glitter – they want content and service, and they want it fast. This demand will continue to drive Website design toward speed, navigation efficiency, simplicity, and elegance with an emphasis on customer focus and security.

(Law et al., 2010) To date, there has been only limited research into tourismwebsite evaluation, and that using the previously mentionedapproaches has achieved only a moderate degree of success. Theseapproaches may not be adequate to measure what motivates usersto browse and make purchases on travel websites. In other words,consumers and practitioners do not have sufficient insight into howwebsite performance may be accurately measured. The existingtourism literature simply does not have any commonly agreeduponstandards or techniques for website evaluation. Thus, a futureresearch direction would be to investigate the feasibility of developingsector (or subsector)-specific standards for tourism websiteevaluation. Another direction for evaluation model/instrumentresearch would be the development of new techniques for conductingresearch that focuses on the needs of consumers andpractitioners, as the behavior of these users may change after theyhave used the Internet for some time.Specifically, theories, algorithms, and models from other disciplinessuch as psychology, human–computer interaction, and engineeringcould, and should, be incorporated into the tourism website evaluation process. After all, tourism practitioners set up their websites,representing public places in the virtual environment, forinformationdisseminationand sales. It is of paramount importance tobe aware of the different range of human possibilities of intentionsbehind the websites. In addition, seeking the views of industrialpractitioners and consumers remains important, as these groupsarethe ultimate suppliers and users of tourismwebsites.

T. Ramayah (2003) examined that Impact of Perceived usefulness, Perceived ease of use and Perceived Enjoyment on Intention to shop online. In the study they used sample of 150 respondent, the respondents have to be Internet users to be included in the survey. In the study they found that perceived ease of use and perceived ease of use were positively related. They also found that Online purchases are believed to be more common in familiar products and daily use product also. they suggest that ease of use of the technology and shopper is satisfy with online shopping experience are imperative in predicting the potential e-shopper's intent.

Carsten Röcker (2009) examined that Perceived Usefulness and Perceived Ease-of-Use of Ambient Intelligence Applications in Office Environments. In the study they found the participants regard the described Ambient Intelligence functionalities as rather useful and easy to use. In the study they used sample of 200 respondent, from Germany and United states. In the study they also found that easy to use, participants regard the described Ambient Intelligence technologies as rather useful.

Nadim Jahangir and Noorjahan Begum (2008) examined that The role of perceived usefulness, perceived ease of use, security and privacy, and customer attitude to engender customer adaptation in the context of electronic banking. In the study they collected data from 227 customers of private commercial banks of Bangladesh. They found perceivedsecurity and privacy, usefulness, ease of use, and customer attitude are significantly and positively related to customer adaptation. This study helps in implications for developing usable e-banking systems.

Oliver Laitenberger and Horst M. Dreyer examined Evaluating the Usefulness and the Ease of Use of a Web-based Inspection Data Collection Tool. In the study sum of the questionnaire items ranges between 27 and 35, regarding the maximum rating of 35, the ease of use rating can be considered high. In the study they also found that ease of use and usefulness are positively correlated with self-predicted future usage.

1.3 RATIONALE

Many researches have been conducted on impact of website performance and behavioral consequence, study seems to website performance and behavioral consequence focus on enjoyment, trust, navigation challenges, website design and ease of use. This study would be helpful to various other researchers in the related areas. The present research will be event study to know the changes in website performance before and after the behavioral consequences.

1.4 OBJECTIVES

1. To design and re-standardize measures for evaluating variables i.e - web design, Ease of use, navigation challenges, enjoyment and trust.
2. To measure the effect of Behavioral consequences on Website performance.
3. To measure the association between behavioral consequences and Website performance
4. To open new vistas for further research.

2. RESEARCH METHODOLOGY:
2.1 The Study
 The study was causal in nature.
2.2 Sampling Design
2.2.1 Population: Internet user of Gwalior region (18 – 50) age
2.2.2 Sampling Element: Sampling element was the individual internet user .
2.2.4 Sampling Size: Sample size was 200 respondent.
2.2.5 Sampling Method: Non probability sampling technique was used.
2.3 Tools Used For Data Collection:
Standardized questionnaire was used for this study.
2.4 Tools Used For Data Analysis:
   ✓ Reliability test was applied in order to measure the internal consistency of the data.
   ✓ Regression test was applied to find the relationship between behavioral consequences and website performance
   ✓ Bivariate correlation analysis was applied to measure the association between independent and dependent variable.

2.5 Hypothesis

(H$_{01}$): There is no significant impact of behavioral consequences on website performance.

(H$_{01}$): There is no significant positive association between behavioral consequences and website performance.

3.REULT AND DISCUSSIONS

Discussion and Interpretation: Reliability Analysis
Table: 1 – Scale: Web design, Enjoyment, Trust, Ease of use, Navigation challenges

S.No	Instrument	Cronbach's alpha	N. of Items
1	Web design	0.673	04
2	Enjoyment	0.661	04
3.	Trust	0.739	04
4.	Ease of Use	0.692	04
5.	Navigation Challenges	0.758	04

According to Nunnally (1978) reliability value more than 0.6 is good and it can be seen that reliability value of Web design is 0.673, for Enjoyment it is 0.661, for Trust it is 0.739 for Ease of use it is 0.692 and Navigation Challenges it is 0.758 which are quite higher than the standard value, so all the items in the questionnaire are highly reliable.

Regression Analysis

(H$_{01}$): There is no significant impact of behavioral consequences on website performance Regression tests was applied to establish cause and effect relationship among Behavioral Consequence as independent variables and Website Performance as dependent variable.

Model Summary[b]						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension0	1	.807[a]	.651	.649	4.08439	1.616
a. Predictors: (Constant), bct						
b. Dependent Variable: wpt						

Linear regression analysis was used to establish the cause and effect relationship between Behavioral consequences and Website performance. Result of Model summary indicated through Adjusted R2 value which was found to be 0.651, indicating that Behavioral consequences having 65.1% variance on Website performance.

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6164.787	1	6164.787	369.541	.000[a]
	Residual	3303.088	198	16.682		
	Total	9467.875	199			
a. Predictors: (Constant), bct						
b. Dependent Variable: wpt						

The goodness fit of the model was tested using ANOVA and the F-value was found to be 369.541 which is significant at the 0.000% level of significance, indicating that the model is showing good faith.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.265	1.795		6.275	.000
	bct	1.149	.060	.807	19.223	.000
a. Dependent Variable: wpt						

Regression Equation

Y= a + bX

Y= (1.149) (Behavioral Consequences) Where, **Y= Website Performance (11.265)**

Coefficient table indicated that **Behavioral Consequences** was found to have a significant effect towards **Website Performance** having β value of 1.149 tested through t test value **Behavioral Consequences** – 19.223 significant at 0.000 level of significance. Hence our null hypothesis (H01) is rejected.

Correlation Analysis
(*H_{01}): There is no significant positive association between behavioral consequences and website performance.*

Correlations			
		bct	wpt
bct	Pearson Correlation	1	.807**
	Sig. (2-tailed)		.000
	N	200	200
wpt	Pearson Correlation	.807**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

This means that there is a strong relationship between two variables. This means that changes in Behavioral consequences are strongly correlated with changes in the Website performance. In our example, Pearson's r is 0.807. This number is very close to 1. For this reason, we can conclude that there is a strong relationship between Behavioral consequences and Website performance. Sig. (2-Tailed) value in our example is 0.000. This value is less than .005. Because of this, we can conclude that there is a statistically significant correlation between Behavioral consequences and Website performance.

4. IMPLICATIONS OF THE STUDY

1. Research Scholars can use the results of this study for supporting the results of their studies with similar variable and relationship.
2. Students can use the reference for understanding the topic in detail and for doing further studies in this area.
3. Students can use the standardized questionnaire for Behavioral Consequences and Website performance developed in the study for doing studies in similar areas.

4.1.1 SUGGESTIONS AND RECOMMENDATIONS
1. The study has been done by taking only a sample of 200 Customers therefore in future if the sample size is expanded it is likely to produce more excellent and accurate results.
2. The study has been done in Gwalior region only so it is suggested to take larger area or other region so that more appropriate results can be obtained.
3. The study resulted in the fact that there are some other factors also other than Web design, Enjoyment, Trust, Ease of use, Navigation Challenges which are affecting Website performance. So similar kind of study can be done to evaluate the effect of other variables on Website performance.

4.1.2 LIMITATIONS OF THE STUDY
1. In this research we have decided the sample size of 250 respondents out of which 200 responded.
2. We have only took the sample of manufacturing industries this could be done on other sectors also.

5. CONCLUSION
This research was an attempt to find out the effect of behavioral consequences on website performance. While conducting this research we have identified five factors which were contributing towards the website performance after the collection of data we have applied regression analysis. In order to measure the effect of behavioral consequences on website performance for that purpose we have framed the hypothesis stating that There is no significant impact of behavioral consequences on website performance and the final results of regression analysis confirmed that There exists a significant impact of behavioral consequences on website performance with significance value of .000 level of significance and our null hypotheis was rejected similarly we have applied correlation analysis in order to measure the association between behavioral consequences and website performance for that purpose we have framed the hypothesis stating that There is no significant positive association between behavioral consequences and website performance. The results of the analysis shows that Pearson correlation coefficient value of .807 which was near to 1 showing the strong relationship between behavioral consequences and website performance which was significant at .000 level of significance hence our null hypotheis was rejected.

This study gives a direction to the website companies to frame their website structure by considering the behavioral attributes of the customers in order to sustain for a long period of time in the market.

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