

Chapter 14

Satisfaction, Frustration, and Delight: A Framework for Understanding How Consumers Interact with Web Sites

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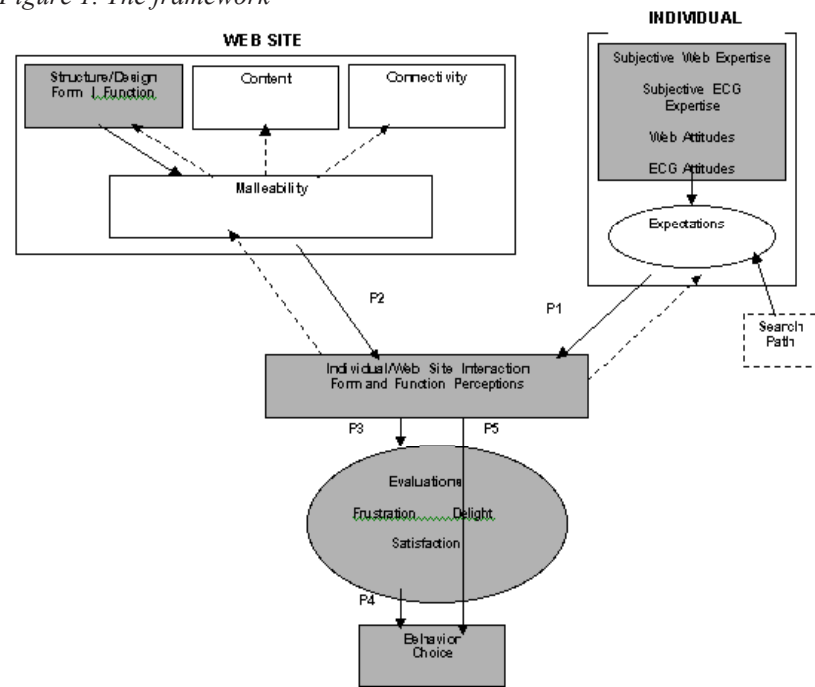
This research project develops a framework for understanding how consumers interact with Web sites on the Internet. Our goal is to understand the interaction of individuals and Web sites from the perspective of the marketer, or third-party, who has created the site. Internet technology enables marketers to customize their interaction with consumers in order to better meet consumer needs. We are interested in whether and how this works. Our framework builds on four interdependent elements: first, the individual Internet user's mindset as he/she enters a particular Web site, which includes, importantly, the user's expectations; second, the Web site itself (consisting of four components: structure, content, connectivity, and malleability); third, the individual/Web site interaction; and fourth, the user's evaluation of the Web site, which affects behavior.

In this chapter, we begin with a fairly detailed examination of our framework. Next, we present the findings of an experiment that asked subjects to browse four actual live, electronic greeting card Web sites. Overall, the pattern of our results supports the components of the framework that we tested. Specifically, individual and Web site differences influence how users perceive the Web sites and these Web site perceptions influence both consumers' evaluations of the site and their behavior regarding the site.

INTRODUCTION

Recently, there has been great interest in increasing our understanding of consumer behavior in computer-mediated environments (CME) (e.g., Hoffman and Novak, 1996). Our framework expands on previous research by focusing on the interaction of Internet users with Web sites as they "surf" through the net environment, taking into consideration the unique attributes of the Internet as an entirely new communication medium. Our goal is to understand the interaction of individuals and Web sites from the perspective of the marketer, or third-party, who has created the site. How can marketers capitalize on Internet technology, which

Figure 1. The framework



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