

THE INFLUENCE OF THE CHARACTERISTICS OF COMMERCIAL WEBSITES' MENUS ON THE EMOTIONAL REACTIONS AND BEHAVIORAL INTENTIONS OF INTERNET USERS

Thomas Sender

Université Paris 1 Panthéon Sorbonne

Jean-François Lemoine

Université Paris 1 Panthéon-Sorbonne

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Abstract

This research focuses on the design dimension of the Web atmosphere, which was few studied in marketing. The authors studied the characteristics of the menus of commercial websites and their influence on Internet users. After conducting 25 individual semi-directive interviews, the authors were able to identify the emotional reactions and behavioral intentions adopted by Internet users and elicited by the menu characteristics.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Intention-Behavior Link, Retailing*

Track: Digital Marketing & Social Media