

THE INFLUENCE OF THE BREADTH OF THE MENU ON THE REACTIONS OF INTERNET USERS

Thomas Sender

Université Paris 1 Panthéon Sorbonne

Jean-François Lemoine

Université Paris 1 Panthéon-Sorbonne

Cite as:

Sender Thomas, Lemoine Jean-François (2023), THE INFLUENCE OF THE BREADTH OF THE MENU ON THE REACTIONS OF INTERNET USERS. *Proceedings of the European Marketing Academy*, (117252)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



THE INFLUENCE OF THE BREADTH OF THE MENU ON THE REACTIONS OF INTERNET USERS

Abstract

This research aims to broaden the literature on the design dimension of the web atmosphere. The research is a quantitative study and investigates the influence of the size of a menu consisting of three items (short) versus a menu consisting of ten items (long). We conduct a cross-subject experiment to compare the effects of these modalities on perceived website information, ease of use and purchase intention. Our sample consists of 416 respondents, and the results indicate that a long menu positively influences ease of use but not perceived website information or purchase intention.

Keywords: « *menu* » ; « *design* » ; « *web atmosphere* »