C. Ranganathan, Shobha Ganapathy. (2002). Key dimensions of business-to-consumer web sites. *Information & Management,* [online] 39,457-465. Available at: [Accessed 31 September 2016].

(Ranganathan and Ganapathy, 2002)

Pg 457

Examined the key characteristics of a B2C website as perceived by online consumers. Based on a questionnaire survey of 214 online shoppers.

4 key dimensions: information content, design, security, privacy.

Pg459

Websites are essentially store houses of information, which is provided in such a way that it helps the visitors and thus, affects their view of its effectiveness.

Content refers to the information, features or services offered in the website. It influences the purchase decision process of a consumer. Before purchasing, the consumers look for information such as brands, variety, price and quality.

Design refers to the way by which the contents are presented to consumers.

Eg. Amazon offers hyperlinks to book reviews.

Pg460

*Design plays an important role in attracting, sustaining and retaining the interest of a consumer at a site.*

3 important issues:

*Ease of navigation of the website, time taken for navigation and page download, and the use of multimedia to improve its visual appeal.*

Constant navigation links to each page, useful navigation buttons(page up), an index

Convenience and time saving are cited by consumers as important reasons for shopping online.

*Use animation,video, music and other multimedia effects to capture customer attention.*

To avoid delays:

Option to choose Text-only versons, low-bandwidth, and high-speed connection driven pages.

Pg463

result

Consumers pay attention to delays and ease of navigation.