

Emotional Design Influence on Website Based on Culture

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Abstract:- As human computer interaction increase, the websites are becoming more advanced and competitive. Every design of object such as a tea glass becomes fruitful and beautiful if its design brings about positive mood to users. It is essential to designer to design a website, which meets requirement of the audience and bring their satisfaction and ease of use. This paper shows the influence of culture on the emotions appealed when different websites are observed, and the perception of that website's dependability. Customarily, researchers in the human computer interaction (HCI) field have concentrated on task-oriented usability, devoted to improving efficiency of web design. Abundant studies reveal that culture has an inspiration on the user's perception of usability and interface favorites. Knowing this relationship between culture and usability, one between culture and user experience rests to be explored. The study shows the similarities and variances amongst cultural groups. Every cultural group condensed both positive and negative emotional reactions from their perceptions of trustworthiness also diverse.

Keywords: Culture, emotion, trust, website, human computer interaction

INTRODUCTION

The website has become an integral part of our daily breathes. People from different cultural background may have differ partialities and intermingle with websites in diverse ways. Internet is made up of users from diverse cultural groups; it becomes clear that bringing culture-sensitive websites is indispensable for the overall user satisfaction. In previous researches, researchers dedicated on exploring the influence of culture on task-oriented usability and how cultural variances are replicated in web design. Recently studies reveal that satisfaction different Cultural group lays on credibility based on its design. The website is a global path connecting users from diverse countries and cultures around the globe. It is a driving force of social medium globalization. Since the technology of web incarnated, the world has shrunk in size. As it has become easier to communicate and can do business with people of world regardless of their physical locality. It is very clear that major factor that distinguishes the users of website is culture differences in term of thought, behavior, and emotions.

CULTURE

Usually, researcher in the Human Computer Interaction field have concentrated on cognition and task-oriented usability committed to upgrade efficiency and

performance. The time to learn, time to complete work and to error rates were amongst those factors recognized as essential. When we designing and evaluating a technology, then efficiency and effortlessness of usage were the central aspects taken into consideration. The usability was examined mainly from the instrumental perspective. Here, this view of usability of the task to the central point of the interaction and ignoring any other factors that may also to be consideration. For example, the games are much more about experiences. The technology use is much more than solely effectiveness and efficiency of interaction.

The term of culture is very complex and it is often mentioned in HCI but not defined satisfactory. Matsumot defined culture as "the degree that people share attributes, values, beliefs, and behaviors".

As culture is very complex concept and culture is, differ among countries. Sometimes even within in a country, there is differ in culture as India has very huge differences culture to its Southern and Northern India. The culture is influenced by different factors for instance religion, geography, and way of living.

Studies confirm that culture does play a portion in human-computer interaction and has an inspiration on usability as well as general user perception and preference. The influence of culture on web design and usability are focus of human computer interaction. The theory of "cultural ideology" often used by researchers in this field to analyze the influence of culture on interface design. To design a website, it is very important understand the individual's cultural identity and it will reflect individual's cultural beliefs and a result of it; the costumer will have better positive thought and attitude towards the website. To establish a universal website is very difficult and it not advisable because the emotion of different people of country or native has tradition and beliefs that may have totally opposite believe system. For instance in china the color of red is considered as luck and prosperous but in western the color red is symbol of danger and violent. The culture is integrated with the language and it is important to design a website with that particular language. The most the websites are dominated by English language and millions of Chinese, Korean, and Japanese preferred in their own language. Studies show that users paid out more time on websites in their native language and were more possible to make a purchase from them. Choosing appropriate images for the local spectators that the user can relate to is vital to ensure the user feels at ease and understands the meaning of the images. A study by Sun (2001) indicated that exhibiting culturally relevant pictures

led to greater user satisfaction and more likely to spend extra time. Some images may accept in many cultures and for example, both the Chinese and the Indian users expressed a positive attitude towards the Lotus Notes website, as it displayed a Chinese lotus flower and Indian lotus for symbol of spiritual and purity. Another essential issue is to ensure that the pictures are not aggressive to the native audience. For instance, Chinese bank website use pig image as symbol of outcome but it is not appropriate in Middle Eastern countries. For these reasons, the image was not used websites as a universal and it may offensive to other cultures. Color is one of the elements with variable meanings between cultures, and culture can be clearly replicated in a web site through use of it. In web designs, color should be carefully chosen with regard to satisfaction and expectation of customer and the significance of the color to individuals. The meaning of colors differs from differ cultures. For example, Catholic Europe links purple to death and Middle East gets it as the color of prostitution. This clearly indications that purple has negative implications in certain cultures and should perhaps be avoided. In some cases however, the connotation of a color might diverge considerably between cultures. For example, red can be used to express luck and prosperous in China but a warning and danger in the United States. When designing a website, it is vital to focus some corners. For example, designers should understand the sensitive of language of website, color, layout, image of the website. Studies indicate that different cultures organize and structure information inversely. Layout of a website refers to the position of banner, menu and search utility. It is directed that France people prefers a centered alignment. A study also indicated that Japanese websites place banner differently to United State. The outcomes of a usability investigation revealed that Asian people would organize and group the information inversely on an Americans website. Low context cultures such as that of Germany favor a well-structured and rational layout with data arranged alphabetically, whereas high context cultures such as that of Brazil and China favor visuals. Galdo and Nielson (1996) has revealed that color and screen design in web sites have wavering psychological and sociological special effects on diverse cultures. The color constituent produces culturally different descriptions and responses in different users. It is potential to analyze the influence of culture on web design in terms of requirement, priority, image, profile, and navigation (Marcus & Gould, 2000). Sun's (2001) study about cultural influence on web sites discloses that customers consider cultural priorities during the evaluation process of web sites. This study has revealed that web pages with icon, figure, color, text, and sound that can be described as cultural symbols have a higher level of user friendliness and cultural symbols increase user satisfaction and effortlessness of use. Amant (2005) focuses that cultural variances alter the visual expectations on the usage of web design. Thus, designer is supposed to define some principles related to web site in corresponding with cultural values in the design processes. This criteria can be identified under the influence of some factors like the identity of the page, why to set up, what to compromise

to the user and how to generate user motivation, what part it gives to user, whether to be used individually or as group, how to highpoint social morals, whether it focuses on customs, skill or authority, and to which gender it statements. The cultural understanding help designer in the development of aesthetic and well-designed qualities of the web page. Yet, the essential point here that the designer should do a proper analysis of the variables determined in terms of culture and his analysis should directly be companionable with the target addressees.

CONCLUSION

The outcomes of this study give evidence for a positive relationship between cultural proximity of user and website and emotion. That is, culture-specific websites do raise positive emotions in members of that similar cultural group and negative emotions in members of the other cultural group. The relationship between cultural proximity and perception of trustworthiness is revealed but no conclusion can be prearranged as to the nature of the relationship. This is because some culture groups are more trusting of their website than others are. It can be resolved that culture-specific websites show a relationship between culture and emotion, while the culture disinterested websites do not. For this reason, it cannot be determined how culture influences emotional usability. To productive result of this study, it is important deep understanding of the culture and cooperate different researchers who have also different cultural background. This will only help researchers to find out whether there are features of websites that influence different emotional reactions in the two cultural groups.

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