

AN EXPERIMENTAL STUDY OF CONSUMER'S ATTITUDES  
TOWARD THE WEB: CROSS-CULTURAL ANALYSIS OF  
CULTURAL VALUES AND ONLINE CONSUMER BEHAVIOR

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ABSTRACT

The development of the Internet has generated an impact on the online marketing world widely. To be aware and sensitive about the cultural differences and consumer's web behavior are major premises for success in the global online marketplace. This study is an examination of attitudes toward the web in terms of Hofstede's five cultural dimensions and consumers' goal-oriented vs. experiential use of the web. This study examines the attitudes toward the web of 108 Korean students and 88 American students while they are doing survey browsing either Nike.com website or Niketown.com website. The results of multivariate analysis of covariance show the differences between ethnicity and cultural dimensions and between ethnicity and attitudes toward the web. The results of multiple regression analysis indicate that cultural dimensions and consumers' web behavior create positive or negative attitudes toward the web when engaging in online shopping. For instance, when consumers have a high experiential use of the web or a high long-term orientation dimension, attitudes are more positive towards certain websites. It is hoped that the findings of this study not only contribute to current literature, but also serve the practical purpose of influencing e-commerce website design for the apparel business.