

Characteristics for Content Design in Commercial Web Sites in Israel

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Abstract

The first question an owner of a web store should ask himself is: How many potential buyers that visit his virtual store, leave empty-handed? How would an improved design of content and information increase his sales?

The growing use of the internet, and of on-line shopping in particular, has led to a significant rise in the number of e-commerce shops offering a wide variety of products to their potential buyers. In the last four years, the number of web surfers that bought items on the web has rose from 20% to 40% by the end of 2004. if you add this fact to the general increase internet availability and usage, you can begin to grasp the immense value of internet shopping. The virtual shop is exposed to fierce competition and to the high control of potential buyers over their computers. In a physical shop the buyer interacts with the salesperson and with the product display and is under some sort of psychological pressure. The buyer is also faced with a limited amount of competition in the physical vicinity of the shop. Furthermore, the shopper does not have access to other information except that provided by the shop. When the shopper is on the premises of his home, he feels he is control and that he can do almost anything with a touch of a button. Moreover, the customer has an almost unlimited number of competitors that are only a few clicks away. The virtual shop has to learn how to keep the buyer in the shop and to fulfill all his needs to avoid his leaving. The buyer's needs are mainly informational.

This research will review, in depth, the needs of the buyer in a virtual shop, the buyer's expectations, and applicative psychological theories that all aim toward prolonging his stay in the virtual shop and making him buy the product. The research covers a survey of 105 participants that was divided into two secondary research topics – a quantitative study and a qualitative study. In the course of the research, the participants were asked three demographic questions (sex, age and education) and 40 questions related to their virtual shopping informational needs. Out of the 40

