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WEB SITES ATTRACTIVENESS: A BRAZILIAN AUTHORIZED DEALER CASE

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Abstract

Nowadays, markets are constantly changing. The marketing professionals seek, all the time, new ways of attracting and maintaining customers. Certainly, the automobile companies are part of this market, in which it is important to be present in the Internet. This paper aims to analyze the internal factors of attractiveness of a Renault authorized dealer in Brazil, identifying its deficiencies and opportunities. The company site was compared to 16 Renault authorized dealers in Brazil, to 17 other competitors in the same area, and to 20 sites indicated as the best ones in Brazil. As a result, we identified that the main contents of the sites are the presentation of the company and its products, with little emphasis on the interaction between customer and company. Several internal factors of attraction are not being used in the current site (help, level of privacy, etc.), which should be incorporated to obtain more customer attention.

Keywords: Internet, Web, site, attributes, Brazil

Introduction

The automobile authorized dealers, as well as other companies, face hard competition. The search for the differentiation is constant in these organizations, and this demands innovative attitudes or, at least, being up-to-date in relation to the available current knowledge. Many of the changes in the daily activities have been caused by the fast growth of the world computer net (Internet). One of the Internet tools which is most accessible to the organizations and their customers is the World Wide Web (web). The web offers its users countless means to visit different organizations in a few minutes. From the organizations' point of view, the web is an extremely competitive market, because new competitors can be launched all the time.

The accelerated popularization of the Internet opens a new communication channel between the companies and their customers. The organizations that explore this new communication channel can generate great business opportunities. However, the opposite behavior can seriously harm the company. In the web, the competition surpasses the model of the traditional market, because it allows the users to migrate from a site to another in just a few clicks, turning all sites into competitors (Nielsen 2000). In this way, the attractiveness of the site is a condition to keep the user, being necessary to pay special attention not only to the competitors considered in the conventional market, but also to other available sites in the web, because everybody competes for the customer attention.

When the Internet began to be popular, having a site was considered innovation, but nowadays, it is known that to have a site does not guarantee an advantage for the companies in relation to its competitors. These sites need constant care, with alterations and innovations, always observing the external world. Above all, these sites should become pleasant to the users, keeping their attention. The popularity of a site can be fomented by a series of external factors (for example, advertising on television), or by internal factors (for example, content). The cost to increase the volume of accesses to a site through improvements in internal aspects is greatly reduced when compared to external factors.

The aim of this research is to analyze the internal factors of attractiveness of the site of a authorized Renault dealer located in Rio Grande do Sul (Brazil) compared to its local competitors, other authorized Renault dealers in the country and reference sites in Brazil, proposing alternatives in order to increase its attractiveness.

Web Sites: Characteristics

Nowadays, the Internet is the technology that is altering the way business is being driven, being notably simple in its operation and extremely stimulating in relation to its usefulness (Sterne 2000). Kotler (2000) points out that the popularization of services on-line is mainly due to the following reasons: convenience - the customers can use 24 hours a day, wherever he/she is at moment; information - the customers can find comparative data of the companies, products, and prices without leaving their homes or their offices; comfort - the customers do not need to interact with salespersons, they also do not need to wait in lines.

The usability of the sites have a significant importance in their success nowadays (Nielsen 2000). If the company has to choose among implementing an entertaining site, an interesting site or a useful one, the useful site should always be the case (Amor 2000). The content of the sites is the great differential for the users (Lam and Lee 1999). The web pages should be dominated by content which is of the user's interest. The studies of the usability indicate that users have great focus on the content (Nielsen 2000).

The interaction between user and web is another factor pointed out as important in the construction of a site. Providing forms for feedback allows for the interaction between the user and the organization (Sterne 2000; Urban, Sultan and Qualls 2001).

In relation to design, it should be considered, for example, the time for downloading a site, which should not be superior to 10 seconds, since this is the top limit for paying attention while waiting (Nielsen 2000). This means that, when creating a page, we should keep the speed that it will take in the net in mind.

Oliveira and Guedes (2001) identified in the literature 45 internal factors of attraction, which were divided into 5 categories (table 1): **design**, aspects related to the appearance and navigation; **content**, type of information and service available in the site; **interaction**, relationship of the company with the users and among them; **image**, credibility associated to the organization; **transaction**, sales on-line, from products to levels of safety.

Method

The adopted research method was the exploratory study. According to Malhotra (1999), the exploratory research is adopted when the objective is to provide the understanding of the problem context, a general vision about a certain fact, illuminating and modifying ideas. The site of Reno Veículos Authorized Dealer was studied because it was developed in 1999, and it has suffered only small changes since then.

Initially, we researched about site development, specifically about internal factors of users' attraction to the sites. As a result of this stage, we selected the internal factors of attraction (Oliveira and Guedes 2001), mentioned in the previous section. Besides the internal factors of attraction, the type of content of the sites was registered in the visits to these sites. At the same time, we identified the sites of Renault authorized dealers in all Brazil, a group of competitors and a group of the best sites in Brazil.

The sites of Renault authorized dealers were identified through the following sources: www.altavista.com.br, www.cade.com.br, www.renault.com.br; and www.abrare.com.br. These searches resulted in a total of 24 sites of Renault authorized dealers in Brazil. However, 7 sites became inaccessible in the period of the visits, resulting in a total of 17 sites analyzed in this group.

The competitors were defined as companies located in the same physical area that Reno Veículos authorized dealer, that is, the area of Pelotas and Novo Hamburgo (cities) in Rio Grande do Sul, a state in the south of Brazil. A research was accomplished by the same search mechanisms previously mentioned, besides the sites of the following factories: Ford (www.ford.com.br); Chevrolet (www.chevrolet.com.br); Jeep (www.brazil.jeep.com.br); Chrysler (www.brazil.chrysler.com.br); Volkswagen (www.vw.com.br); Dodge (www.brazil.dodge.com.br); Suzuki (www.suzuki.com.br); Fiat (www.fiat.com.br); Toyota (www.toyota.com.br). With this search, we identified 26 possible competitors among the several trade-marks. In the same way, some sites were inaccessible, resulting in 17 sites analyzed for this research.

The 20 sites selected as reference (best sites) for this work belong to the Industry and Commerce category of "Cadê?" (they were indicated in March, April and May, 2001 as the best Brazilian sites). The "Cadê?" (www.cade.com.br) selects the best Brazilian sites in 16 categories weekly. These sites are chosen by professionals of Cadê?, who consider information quantity and relevancy, services and tools, as well as the page design, navigation and easiness to find information on the site, and the public opinion.

Table 1. Internal Factors of Attraction

| Categories | Internal Factors of Attraction |
|--------------------|--|
| Design | <p><u>Language</u> - using simple words and adapted to customers; <u>Graphic pattern</u> - creating a graphic hierarchy; <u>Commands</u> - standardizing the commands in all the pages; <u>Reading easiness</u> - using colors, size and type of letters that facilitate the reading; <u>Browser</u> - testing the site in several browsers and versions; <u>Size of the page</u> - page size that does not need any type of scroll bar; <u>Speed</u> - speed to see illustrations and videos in the screen; <u>Name of the site</u> - URL should be as close as possible to the name of the company; <u>Size of DNS</u> (Domain Name Service) - short address; <u>Accessibility</u> - to guarantee that the visitors will find what they want in, maximum, three clicks; <u>Home page</u> - the users should know what they will find inside the site in the entrance page; <u>Sequence break</u> - to maintain the interest through the sequence of the pages; <u>Navigation</u> - the users should easily located what they want; <u>Multimedia resources</u> - using resources as sound, image, etc.; <u>Simulation of the physical world</u> - simulating situations as they happen in the physical world</p> |
| Content | <p><u>Content</u> - offering content for users; <u>Up-to-date</u> - staying up-to-date; <u>Prizes, and gifts</u> - offering something in change of personal data; <u>Help service</u> - available help; <u>Search tool</u> - to search the information in the site through keywords; <u>Entertainment and simulations</u> - offering different forms of amusement as, for example, jokes, etc.; <u>Events on-line and discussion forums</u> - to facilitate discussions in different areas with specialists; <u>External Links</u> - supplying links with other sites; <u>Internal links</u> - creating links, not with other sites, but with other pages in the given site; <u>Content personalized for the area</u> - privileging interests peculiar from people who live in an area; <u>Content generated by users</u> - information generated by the users; <u>Personalization</u> - creating contents personalized for visitors; <u>Translation</u> - to attract people from other countries</p> |
| Interaction | <p><u>Search</u> - to search information; <u>Electronic mail</u> - to facilitate the sending of messages; <u>Release test</u> - a beta test of the website; <u>Feedback</u> - user's opinion; <u>Support service to the customer</u> - to supply support to the users; <u>Relationship among users</u> - to facilitate the interaction among users</p> |
| Image | <p><u>Partnerships</u> - possessing partnership with some prestige brands; <u>Brand</u> - being a well-known brand in the market; <u>Level of privacy</u> - showing the policy of adopted privacy; <u>Permanent access</u> - being always in the air</p> |
| Transaction | <p><u>Transaction</u> - having the capacity to accomplish transactions; <u>Safety in the transactions</u> - demonstrating the available safety in the transactions; <u>Variety in payment</u> - offering different options of payment; <u>Readiness of catalogue of products</u> - to show users available products; <u>Products with smaller price</u> - offering products with discount; <u>Mix of products</u> - offering a wide range of products; <u>International requests</u> – facilitating transactions</p> |

All sites analyzed are in table 2. The following stage consisted of visiting the selected sites (May, 2001), verifying the internal factors of attraction and the content type presented for further analysis. We consider as limits of this research: the visit to the sites by just one of the authors, the subjectivity in the evaluation of some of the internal factors of attraction, and the customer opinion, which was not consulted.

Table 2. Sites in the Study

| Renault Authorized Dealers - 17 sites | Competitors - 17 sites | Best sites (Cadê?) - 20 sites |
|--|--|--|
| www.reновеiculos.com.br www.dicave-bnu.com.br www.grupocarrera.com.br www.itaimbe.com.br/automoveis www.grupoentreposto.com.br www.sinfronio.com.br/dole www.francamotores.com.br www.armandoveiculos.com.br www.globoveiculos.com.br www.renaultlemans.com.br www.grandbrasil.com.br www.cadeal.com.br/mavepe www.renaultpa.com.br www.renoirveiculos.com.br www.itavemafrance.com.br www.iesaveiculos.com.br www.dinisa.com.br | www.carburgo.com.br www.carrodopovo.com.br www.fiat.com.br/casarinpel www.montrealford.com.br www.cga-rs.com.br www.franklin.com.br www.getsuzuki.com.br www.giering.com.br www.giering.com.br www.simpala.com.br www.klinger.com.br www.jardine.com.br www.grupos chroeder.com.br/tarpan www.imp-americana.com.br www.panambranet.com.br www.piemonte.com.br www.toyoville.com.br | www.abef.com.br www.brasiltexil.com.br www.carsale.com.br www.tintascoral.com.br www.defendase-sp.com.br www.descontatudo.com.br www.elektron.com.br www.e-posto.com.br www.hortifruti.com.br www.i26.com.br www.idec.org.br www.imaginarium.com.br www.joiabr.com.br www.textilia.net www.milkpoint.com.br www.officenet.com.br www.souzacruz.com.br www.virtualhome.com.br www.zaffarinet.com.br www.csn.com.br |

Sites: Content

When accomplishing the visit to the sites, we enrolled the presence of 37 types of content to the users, divided into 12 groups by subject (table 3).

Starting from the types of observed contents, we believe that the site of Reno Veículos Authorized Dealer has as main purpose the presentation of the company and its services, and not the interaction with the user, or to facilitate the on-line sales through the site. Reno Veículos Authorized Dealer has 10 of the 37 types of identified contents found in the visited sites. Even considering only the 27 types of contents identified in the sites of authorized dealers, the number of contents found in the site of Reno Veículos authorized dealer is still very small.

When analyzing the sites of Renault authorized dealer, it is possible to deduce that they also have the purpose of presenting themselves. Few sites use the possibility to obtain potential customers' data for possible contacts. Another factor that we observed is that only one authorized dealer accomplishes sales on-line. According to a study carried out by Renault, it concluded that the Brazilian market does not trust the commerce on-line enough yet so as to accomplish transactions of this kind. Thus, the factory is beginning these transactions in a simple way, selling automobiles without allowing personal changes, any personalization that the customer wants he/she should seek the closest store. According to the study accomplished by the factory, the consumer believes that it is necessary to buy in the physical store.

The sites of the competitor presents the same focus of Renault authorized dealers. This way, they do not use the site to enable the visitor's contact with the human resources department, nor to obtain information on customers or to measure the customers' satisfaction with services. The authorized dealers of the Fiat factory (Casarin, Piemonte and Ritmo) have the same amounts of functionalities. This is due to the fact that the sites of this manufacturer are standardized (www.fiat.com.br). The only changes done in each site are the data of each authorized dealer. The other factors have a link for the page of the factory.

The functionalities evaluated in the sites indicated by Cadê? have some differences in relation to authorized dealers, however most of the functionalities are similar in all groups. These sites (best sites) pay attention to its presentation, enable the contact with the human resources department of the company, describe their products and tell news. The visitors' information is more frequent in the sites from Top Cadê? (65% Top Cadê?, 23,5% Competitor, 31,2% of Renault Authorized dealer and nonexistent in the site of the Reno Vehicles authorized dealer). With this research it can be observed that little variations exist in relation to the types of content.

Table 3. Sites Content

| Contents | Sites | Reno Veículos (1 site) | Renault (16 sites) | Competitors (17 sites) | Best sites (20 sites) |
|---|-------|------------------------|--------------------|------------------------|-----------------------|
| Presentation | | | | | |
| Presentation text | | 1 site | 10 sites (62%) | 13 sites (76%) | 17 sites (85%) |
| Photo of the company | | 1 site | 6 sites (37%) | 9 sites (53%) | 4 sites (20%) |
| History | | | | | |
| Historical of the company | | 1 site | 4 sites (25%) | 8 sites (47%) | 8 sites (40%) |
| Historical of the assembler | | | 4 sites (25%) | | |
| Human resources | | | | | |
| Link to human resources page | | | | | 16 sites (80%) |
| List of managerial personnel | | | 3 sites (19%) | 1 site (6%) | |
| List of personnel | | | 1 site (6%) | 1 site (6%) | 2 sites (10%) |
| Place and schedule of attendance | | | | | |
| Schedule of attendance | | 1 site | 14 sites (87%) | 4 sites (24%) | |
| Address | | 1 site | 4 sites (25%) | 16 sites (94%) | 7 sites (35%) |
| Map | | | 3 sites (19%) | 3 sites (18%) | |
| Leasing | | | | | |
| Prices | | | 6 sites (37%) | 7 sites (41%) | |
| Rules | | | 7 sites (44%) | 7 sites (41%) | 1 site (5%) |
| Product and service | | | | | |
| Test-drive appointment | | | 4 sites (25%) | 2 sites (12%) | |
| Description of the services | | 1 site | 6 sites (37%) | 8 sites (47%) | |
| Description of the products | | 1 site | 12 sites (75%) | 15 sites (88%) | 17 sites (85%) |
| Divulcation: more than one brand | | | | | 10 sites (50%) |
| Information about safety | | | 6 sites (37%) | 5 sites (29%) | 1 site (5%) |
| Line of products | | 1 site | 11 sites (69%) | 16 sites (94%) | |
| Appointment for repair or overhaul | | | 8 sites (50%) | 10 sites (59%) | 14 sites (70%) |
| Multi-brand | | | 1 site (6%) | 2 sites (12%) | |
| External view of the products | | | 12 sites (75%) | 16 sites (94%) | 10 sites (50%) |
| Internal view of the products | | 1 site | 5 sites (31%) | 3 sites (18%) | |
| Stock | | | | | |
| Products in stock | | | 3 sites (19%) | 8 sites (47%) | 2 sites (10%) |
| Prices and payment | | | | | |
| Evaluation of the used good | | | | | 1 site (5%) |
| Payment conditions | | | | | 6 sites (30%) |
| Prices of the products | | | 5 sites (31%) | 4 sites (24%) | 6 sites (30%) |
| Promotions | | 1 site | 3 sites (19%) | 5 sites (29%) | 6 sites (30%) |
| Financing simulation | | | | | 2 sites (10%) |
| Purchases | | | | | |
| Lists of the users' purchases | | | | | 2 sites (10%) |
| Sale on-line | | | 1 site (6%) | | 5 sites (25%) |
| News | | | | | |
| News of the products | | | | | 15 sites (75%) |
| Periodic news | | | | | 2 sites (10%) |
| Customer's satisfaction research | | | 1 site (6%) | 1 site (6%) | 1 site (5%) |
| User information | | | | | |
| User information | | | 5 sites (31%) | 4 sites (24%) | 13 sites (65%) |
| Help | | | | | |
| Help on-line | | | | | 3 sites (15%) |
| Clues on the subject | | | | | 2 sites (10%) |
| Map of the site | | | | 2 sites (12%) | 1 site (5%) |

Sites: Internal Factors of Attraction

Table 4 presents the results obtained in the visits to the sites in relation to the presence of the internal factors of attraction of the design category. The site of Reno Veículos Authorized Dealer, of the other Renault authorized dealers and of the competitors have most of the factors of this category. In relation to the sites indicated as "Best sites", it can be evaluated that the presence of the internal factors of attraction is higher than in the other groups previously mentioned. This was expected, since these sites were considered as the best ones in a certain moment in time. The size of the page, that is, not using the scroll bar was not observed in most of the sites of all the groups (the resolution we used to view the pages was 800x600, since this is the most standardized resolution). The speed, an aspect highlighted in the literature, was satisfactorily considered in most sites, but it is a fragile point of Reno Veículos site (all sites were visited using the same computer).

Table 4. Design Category

| Attributes | Reno Veículos (1 site) | Renault (16 sites) | Competitors (17 sites) | Best sites (20 sites) |
|----------------------------------|------------------------|--------------------|------------------------|-----------------------|
| Language | 1 | 13 (81%) | 17 (100%) | 19 (95%) |
| Graphic pattern | 1 | 12 (75%) | 17 (100%) | 17 (85%) |
| Commands | 1 | 11 (69%) | 15 (88%) | 19 (95%) |
| Reading easiness | 1 | 12 (75%) | 13 (76%) | 18 (90%) |
| Browser | 1 | 12 (75%) | 17 (100%) | 19 (95%) |
| Size of the page | 0 | 1 (6%) | 0 (0%) | 0 (0%) |
| Speed | 0 | 12 (75%) | 10 (62%) | 17 (85%) |
| Name of the site | 1 | 11 (69%) | 11 (69%) | 19 (95%) |
| Size of DNS | 0 | 10 (62%) | 14 (82%) | 20 (100%) |
| Accessibility | 1 | 9 (56%) | 7 (41%) | 18 (90%) |
| Home page | 1 | 10 (62%) | 15 (88%) | 18 (90%) |
| Sequence break | 1 | 7 (44%) | 8 (47%) | 14 (70%) |
| Navigation | 1 | 11 (69%) | 15 (88%) | 18 (90%) |
| Multimedia resources | 0 | 4 (25%) | 3 (18%) | 5 (25%) |
| Simulation of the physical world | 0 | 3 (19%) | 5 (29%) | 4 (20%) |

Table 5 presents the internal factors of attraction related to the interaction category. The site of Reno Veículos authorized dealer has just 2 internal factors of attraction (electronic mail and feedback). The electronic mail was the most widely identified internal factor of attraction in all groups of analyzed sites, which was expected to be one of the most used tools of the Internet. The factors of this category were not widely used, they could mean a differential for the organizations.

Table 5. Interaction Category

| Attributes | Reno Veículos (1 site) | Renault (16 sites) | Competitors (17 sites) | Best sites (20 sites) |
|---------------------------------|------------------------|--------------------|------------------------|-----------------------|
| Search | 0 | 0 (0%) | 0 (0%) | 8 (40%) |
| Electronic mail | 1 | 12 (75%) | 15 (88%) | 20 (100%) |
| Feedback | 1 | 4 (25%) | 3 (18%) | 6 (30%) |
| Support Service to the Customer | 0 | 1 (6%) | 2 (12%) | 3 (15%) |
| Relationship among users | 0 | 0 (0%) | 0 (0%) | 2 (10%) |

When evaluating table 6, with the content category internal factors of attractiveness, it was possible to observe the differences between the sites of the competitors and the "Best sites". In the sites of the competitors few internal factors of attraction were observed. This can be preoccupying, different authors affirm to be the content the most important characteristic of a site (Lam and Lee 1999; Nielsen 2000).

Table 6. Content Category

| Attributes | Reno Veículos (1 site) | Renault (16 sites) | Competitors (17 sites) | Best sites (20 sites) |
|-----------------------------------|------------------------|--------------------|------------------------|-----------------------|
| Content | 1 | 14 (87%) | 16 (94%) | 17 (85%) |
| Up-to-date | 0 | 4 (25%) | 1 (6%) | 10 (50%) |
| Prizes, and gifts | 0 | 0 (0%) | 1 (6%) | 3 (15%) |
| Help service | 0 | 0 (0%) | 0 (0%) | 3 (15%) |
| Search tool | 0 | 0 (0%) | 0 (0%) | 10 (50%) |
| Entertainment, and simulations | 0 | 0 (0%) | 0 (0%) | 1 (5%) |
| Events on-line | 0 | 0 (0%) | 0 (0%) | 6 (30%) |
| External links | 1 | 7 (44%) | 9 (53%) | 14 (70%) |
| Internal links | 1 | 8 (50%) | 8 (47%) | 3 (15%) |
| Content personalized for the area | 0 | 0 (0%) | 0 (0%) | 0 (0%) |
| Content generated by users | 0 | 0 (0%) | 0 (0%) | 2 (10%) |
| Personalization | 0 | 0 (0%) | 0 (0%) | 3 (15%) |
| Translation | 0 | 0 (0%) | 0 (0%) | 3 (15%) |

Table 7 demonstrates the results obtained when evaluating the internal factors of attraction of the transaction category. Most of the sites do not enable sales on-line, so few internal factors of attraction of this category were verified, being mostly identified in the "Best sites" group.

Table 7. Transaction Category

| Attributes | Reno Veículos (1 site) | Renault (16 sites) | Competitors (17 sites) | Best sites (20 sites) |
|---------------------------------|------------------------|--------------------|------------------------|-----------------------|
| Transaction | 0 | 1 (6%) | 0 (0%) | 6 (30%) |
| Safety in the transactions | 0 | 0 (0%) | 0 (0%) | 1 (5%) |
| Variety in payment | 0 | 0 (0%) | 0 (0%) | 1 (5%) |
| Readiness catalogue of products | 1 | 11 (69%) | 16 (94%) | 11 (55%) |
| Products with smaller price | 1 | 3 (19%) | 0 (0%) | 4 (20%) |
| Mix of products | 0 | 2 (12%) | 5 (29%) | 7 (35%) |
| International requests | 0 | 0 (0%) | 0 (0%) | 1 (5%) |

Table 8 shows the results obtained when evaluating the internal factors of attraction in the image category. This was the only group in which the "Best sites" did not obtain advantages over the other sites. None of the authorized dealers sites demonstrated a good level of privacy provided to the user, what is important so as to establish the users' confidence.

Table 8. Image Category

| Attributes | Reno Veículos (1 site) | Renault (16 sites) | Competitors (17 sites) | Best sites (20 sites) |
|------------------|------------------------|--------------------|------------------------|-----------------------|
| Partnerships | 1 | 10 (62%) | 17 (100%) | 5 (25%) |
| Brand | 1 | 13 (81%) | 16 (94%) | 5 (25%) |
| Level of privacy | 0 | 0 (0%) | 0 (0%) | 4 (20%) |
| Permanent access | 1 | 15 (94%) | 16 (94%) | 19 (95%) |

Conclusion: Ideas to Improve Reno Veículos' Site

The content of the Reno Veículos' site should be changed in order to obtain the user's attention. One of these changes could be to include the history of Renault in the site. Thus, factory data would be available to the user, as well as the products that are related for sale. Then, the users could obtain the information they seek without the need to move to Renault site, or to other competitor.

When the visitors provide personal data, the enterprise will have a valuable information in its hands. This will be useful so that a contact could be made with possible customers, it is possible to inform the user what it is happening in the enterprise, such as promotions, changes in the schedule of attendance, notes about increasing prices of vehicles and of fuels, among others news. Still in relation to contacts, the name of the person in charge of the area in which the customer is contacting should be present, this increases the reliability and enables a better relationship between the user the company. Another functionality that can be added to the site is a link with the department of human resources (with vacancies news or for CVs).

Another important factor is a better description of the services that enterprise has available to customers, such as car insurance, leasing and shop services. Enabling the appointment of these services and of test-drives through Internet would be a factor that would show flexibility. Considering to be an authorized dealer in an area, including a map would facilitate the access for the users that do not know the exact location of the enterprise.

Alteration in internal factors of attraction: **Design Category** - the downloading time of the illustrations could be improved. In the current site, it is responsible for the delay in the access to the information. The application of resources (sound, image, etc.) can make the site more attractive and pleasant; **Interaction Category** - finding information through a search mechanism should be improved. Another important aspect is the customer support service. One of the resources that could be available are the simulators, even if the company does not have interest in on-line sale, the user could obtain important information for decision making using a simulator; **Content Category** - the site should be modified and increased with new characteristics (constant update, help service, site map, entertainment and simulations, among others); **Transaction Category** - Changes can be proposed in this category for a later evaluation (Renault recommended authorized dealers in Brazil not to make sales on-line, at least for next 2 years); **Image Category** - the level of privacy deserves special attention, but it is more necessary when users' information are collected or for transactions on-line.

A factor which deserves special attention is up-to-dating. Without a constant up-to-date, none of the improvement proposals will be valid. The web sites need intense and continuous care so that any improvement proposed to the user does not become obsolete.

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