

Landing Page Via Perceived Interactivity for Four Generational Cohorts

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Abstract

Purpose - There are numerous online websites for buying products and services today. The challenge for marketers is to adopt the pull strategy, which attracts customers to the website and creates additional sales. This strategy can materialise only when innovation is brought in. A landing page on the web is considered to be the initial entry point for creating innovation. The current research paper emphasises the importance of creating a landing page for bringing innovation that caters to the four generations.

Design/method/approach - 400 responses were obtained equally from male and female respondents of each generational category except the alpha generation. Data was collected through a survey using Google forms. The structural equation model was used for analysis, and generational age was considered the moderator.

Findings -There is a gradual shift in the generational pattern of perceiving and understanding technology to buy from the website. Being tech-savvy, in the case of generation Z the impact of perceived interactivity in creating purchase intention is very strong, followed by generation Y and generation X.

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Practical Implications - Age plays a huge role in understanding the landing page leading to better purchase intention. Hence it is evident that a landing page that caters to all generations unambiguously has to be considered by marketers to boost sales.

Originality/Value- The research results suggest that every generation seeks exclusivity on the landing page. So, generation-based perceived interactivity features on the landing page can attract all generations.

Keywords: Landing Page, Perceived Interactivity, Generation X, Generation Y, Generation Z and Alpha Generation

Paper Type - Research Paper

Introduction

The website's landing page, which is often referred to as the 'lead capture page', 'destination page', or 'lander' is the most important page to generate sales. Most of the marketers realize that the website design created does not capture the interest of customers (Johnston, 2018), and they heavily rely on the concept of targeting the market segments through a better landing page. As cited in the report of (M2 presswire, 2012) 'Landing pages can easily make or break an online business. A landing page is considered to be an essential marketing tool (Kammerman, 2018), which kindles the interest of the visitors to visit and, indirectly the creation of purchase intention. From an advertising and marketing perspective, a landing page is "a standalone web page distinct from the main website that is designed with a single focus and objective in mind". This single focus calls for innovation in rebuilding and reshaping the landing page according to generational needs (Thomas & Mathew, 2018). According to the report (Brand Equity, 2017), the Indian website Jabong has enticed customers because of its innovation on the landing page in the apparel segment. Jabong is one of the leading Indian fashion online retail stores aimed at engaging shoppers who choose to shop by mood. Many research works have also backed up the theory of capturing target customers via mood (Mehrabian & Russel, 1974; Eroglu, 2003; Park, Lennon, and Stoel, 2005; Kawaf & Tagg, 2012), where the mood is attributed to emotion. Emotion can influence purchase intention to a great extent. This innovation of mood stores

brought in the conviction to firms selling online that customers shop by their mood. Another example of online retailers attracting customers through landing pages is Myntra online retail fashion. It is a website in India catering to apparel where customers shop by discount categories offered on their landing page. ("Online Shopping India - Shop Online for Branded Shoes, Clothing & Accessories in India | Myntra.com", 2018). According to (Econsultancy, 2017), it is reported that only 22% of businesses are satisfied with their conversion rates from a landing page. The most crucial strategy is attracting customers with visual content (Patel, 2018). Using videos on landing pages has led to conversion rates of 86% (Finn, 2018). More than 20% of businesses do not have a landing page testing strategy (Steffens, 2018). The resistance to any innovation by the customers can be countered by a market strategy that identifies the usage, risk, value and psychological barriers of traditional marketing methods (Ram & Sheth, 1989). There are two types of landing pages. The first is called the 'click through the landing page', and the other is called the 'lead generation landing page'. The purpose of the lead generation page is mainly for business-to-business and explicitly collects information such as email IDs and names. From a marketing perspective, this research considers the click-through the landing page. The landing page for the study is understood through the medium of perceived interactivity of the website to lead to a better purchase intention for generations. From the perspective of design, an ideal landing page should be simple. The navigation of advertisements should be kept minimal to create pay-per-click (Neil, 2018). Many research studies argue how to bring innovation to the landing page, which leads to purchase intention.

Age and generation are often interchanged and confused concepts. Here, it is essential to mention all the possible age categories from various literature perspectives. The first is social age based on consumers' role and status in the society in which they exist. Second is the subjective age, which most researchers aim to classify, and most consumers classify themselves: as a youth, middle-aged and elderly. The third category is the cognitive age based on how individuals perceive themselves. The fourth is perceived age, which is categorical and divided by how one feels, looks, and is involved. The last category is the interest age, which is related to how similar

their consumer interests are. Marketers often segment age by clubbing with demographic factors.

The idea of segmentation of markets started only during the early 1970s after marketers faced many myopic situations in product development. Until then, only creative ideas and advertising strategies were believed to attract customers. This situation may still be correct for some companies, but segmentation has become essential for others. Segment creation is breaking groups into smaller homogeneous groups (Chaney et al. 2017). The evidence of using the word 'generation' dates back to a French philosopher and lexicographer, Emile Littré, in 1863. He defines it as men who exist more or less simultaneously. It is challenging to trace the origin of the term 'Generation' usage. The term generation has become popular only with the advent of industrialization and modernization of societies in the west (Wohl, 1979).

Sometimes also referred to as 'cohort' it means people born and brought up simultaneously. Therefore, a generation also implies a group of people brought up under similar circumstances. The theory of generations was proposed in 1923 in Karl Mannheim's essay, "Problem of Generations". Moreover, the Strauss-Howe generational theory was particular to the American context and has gained many prominences. When we talk about generations and their study, we start with the Depression Era during 1912-1921. People in this era were mainly conservatives. The people belonging to this generation wanted to leave a legacy for their children. Then, we have the World War- 2 eras and the post-war cohort followed by Boomers-1 and Boomers-2. Boomers 1 is the cohort born during 1946-1954, and Boomers 2 from 1955 to 1965. Therefore, by observing a generation, we can derive how people with different natures react differently to situations enabling observers, marketers and other decision-makers to analyse data and arrive at conclusions relating to a group of individuals.

This research work addresses the following questions

- Why is a landing page relevant on a website?
- Why is the concept of an innovative landing page through perceived interactivity different for generations?

The Concept of Perceived Interactivity and Customer Response

The concept of interactivity is often debated whether to be accredited to the hands of technology or mere perception (Steuer, 1992). Previous literature has provided a technology acceptance model (TAM), and many environments-based psychology papers relate interactivity to communication. (Newhagen, Cordes, and levy, 1995) in their seminal paper, they operationalized the term 'interactivity' as a perception of an individual and later termed it 'perceived interactivity'. (Steuer, 1992) Has advocated the concept of operationalizing interactivity by range, speed, and mapping abilities based on the medium of interaction. It was also found that easy navigation, part of the perceived interactivity, has become a critical success factor for an online platform (Kanerva et al.;1997). Supported by (Wu, 2005), who classified perceived interactivity into three constructs consisting of responsiveness, navigation and personalization of the site, (Eroglu et al., 2001, 2003) also proved in their research work that easy navigational structure is categorized under the interactivity feature on the website positively affect the customer response.

Additionally, to support from literature, many authors measured perceived interactivity and found that it resulted in a favourable response from customers who visited the website (Wu & Wu, 2006). Innovation and marketing through generational strategy are gaining momentum. This momentum can be attributed to perceived interactivity features available for generations. The word 'Perceived interactivity' is mainly due to how consumers engage in media content. The last few years have seen digital media becoming a retail opportunity and a platform for better customer-enabled sales, mainly catering best through visual aspirations. These visual aspirations become prominent and can be more effective when targeted customers are well-versed in technology. Interactivity for generation using the net is considered an agreement phase. Phase mainly built on constructive feedback, response and customization of online content (Kim & Ammeter, 2018). A growing body of literature has investigated that online marketers have felt the need for the website must be interactive in its visual appeal (Thomas & Mathew, 2018; Mathwick, 2002). This, in turn, will automatically

lead to better customer satisfaction and can create repeated purchases. (Fiore and Jin, 2003) Stated that the image interactivity of the website is essential for apparel purchases by customers. Further extending similar studies (Wu, 2014) analyzed that perceived interactivity and layout of the site are essential cues for consumer purchase intention. For the current study, perceived interactivity is considered as facilities for understanding and searching for information on the online platform.

The Linkage Between Perceived Interactivity and Benefits of Landing Page

As part of online marketing, the landing page design is a segment that can have a tremendous impact. A landing page is stated to bridge the gap between internet users and businesses. Bridging the gap happens mainly through two strategies of presentation and optimization. The presentation focuses on proper headlines, text, and incorporation of visual elements. Optimizing the landing page primarily caters to relevance, responsiveness and consistency of the content (Radovic, 2017). It is reported (Steffens, 2018) that 84% of landing pages have navigation facilities and even a one-second delay in loading the site can lower conversions by 7%. An innovative landing page is stated to include videos incorporating product demonstration and information, personalized message clips from a webinar and an option of frequently asked questions (Cain, 2017). It has been conclusively found by (Shastry, 2017 and Steffens,2018) that the benefit of an innovative landing page increases conversion and improves brand image. From the addressed literature, it is suggested that the shape of the benefit into perceived interactivity features which consumers are much sought after by purchasing. Therefore, the help of the landing page is considered and checked through the perceived interactivity instrument for a better response from the generational consumers (Thomas, Kavya and Monica, 2018).

Generation and Online Purchase Pattern

Generation X is understood as traditionalists who search for information online but buy offline. This concept is popularly called the 'ROBO' concept. Generation X constitutes the age group of 42-53 as of 2018 (Williams, Page, Petrosky & Hernandez, 2010). They are sceptical about today's marketing and advertising tactics and

gimmicks. Popularly known as Millennial in various literature, generation Y is the generation which prefers to buy most apparel online; they prefer electronic commerce sites rather than walking down to the store, loitering around in the crowd and waiting for long hours in the billing counter, (Chaney, Touzani & Slimane, 2017). They are between the ages of 24-41 as of 2018 (Williams, Page, Petrosky & Hernandez, 2010). Generation Y prefers more of ambient advertisement more when compared to Generation X (Karlsson, Kälvehed and Sköld, 2014).

Generation Z born in the world of technology, is considered to be tech-savvy and empowered (Singh & Singh, 2014), famously addressed as digital natives, are in the reference range of age group between 18-23 years as of 2018. Raised under the parental guidance of generation X, this cohort is stated to focus on innovation and insist on convenience for their shopping trends. Generation Z is highly connected in the virtual world with various social media platforms. Literature from the perspective of workplace behaviour has stated that this cohort is profoundly increasing the challenge to organization leaders, managers, supervisors (Leung, 2011) and educators (Kozinsky, 2017). This challenge holds the same in the case of marketing managers. As suggested in the literature, Generation Z is more experienced on the internet. (Lissitsa and Kol, 2016) Report that very little research has been carried out from the perspective of online shopping of generations, and their study finding states that online shopping habits decrease with age. Age also affects consumer attitudes, shopping behaviour and interest (Pieri & Diamantinir, 2010).

Studies on understanding the generational context in India are still in their infancy. The Indian consumer segment is also vulnerable to technology, and their online buying behaviour has picked up momentum. Today everything is sold online, from books, groceries, apparel, and all fast-moving consumer products. In a survey conducted by (PWC, 2015), it was noticed that 35% of online shoppers are in the Generation Z category, whereas generation Y accounts for 63% of online shopping, and the remaining only 2% account for generation X in the online shopping space. Apparel and accessories are the top products accounting for 84 per cent of sales on the online platform. These numbers are not figures but

revelations addressing the importance of classifying and tapping generations.

A Conceptual Framework Based on the AIDA Model

The attention, Interest, Desire and Action model was initially developed by (Lewis, 1898); from then, it has been observed that this simple model is used to convey the best marketing strategy mainly for marketing and advertising firms. The theoretical framework for the current research also attempts where attention was created by first classifying the generations—the creation of Interest by designing a landing page exclusively for each generation. Increase in Desire through perceived interactivity features. Action is the behavioural outcome of purchase intention.

Attention Interest Desire Action

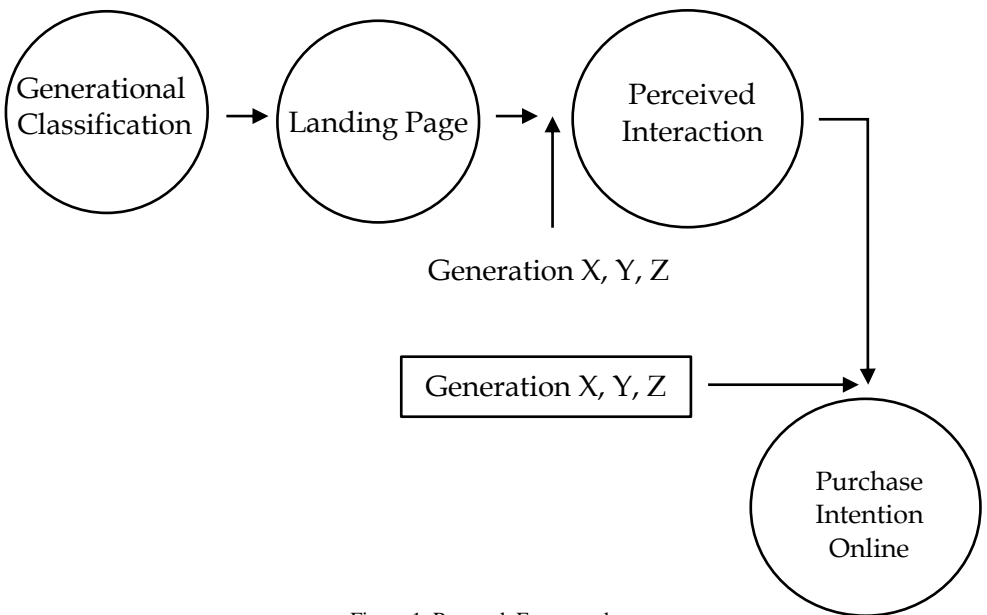


Figure 1. Research Framework

Research Methodology

Data has been captured through a web-based survey of respondents who fall under the classification of generations as per the Year of

birth (Williams et al., 2010). (Tangmaneea and Rawsena, 2016) have used the logical ideology of taking respondents who have at least once interacted with the online interface to give an appropriate response. Apparel websites were studied, taking the top 5 Indian apparel websites, and their perceived interactivity features were examined. The research adopts a descriptive methodology. The sampling technique used in the study is judgmental sampling. A pilot study has been done with a sample of 100 each from three generational categories. Content validity was established with the help of industry and academic experts. The scale for perceived interactivity has been adapted from (Wu, 1999) and modified by the researcher, considering the benefits of the landing page. The purchase intention online scale has been adapted from (Wu, Lee, Fu, and Wang, 2013). Since the questions were adapted and modified, confirmatory factor analysis was carried out to see if all the items load on the corresponding construct, considering the cut-off suggested by (Hair, Gabriel, and Patel, 2014). Convergent and discriminant validity were further conducted to check the structural model. The sample size taken for the main study is 400 each from generations X, Y and Z (n=1200). Demographic information collected was mainly on sex and Year of birth. Structural equation modelling has been used to check the model fit of the research framework. The age category was considered as the moderator to verify whether there is variation in the impact of the perceived interactivity through the landing page on the purchase intention among generations.

Analysis and Results

The structural Equation Model (SEM) was used to investigate the influence of perceived interactivity on purchase intention. The result indicated a good model fit, represented in table 1.

Table 1: Indicating the SEM model fit indices and accepted values

Fit Indices	Accepted Value	Model Value
Absolute Fit Measures		
Chi-square/ df (χ^2/df)	<5	2.275
GFI (Goodness of Fit Index)	> 0.9	0.967

Fit Indices	Accepted Value	Model Value
RMSEA (Root Mean Square Error of Approximation)	< 0.10	0.033
Incremental Fit Measures		
AGFI (Adjusted Goodness of Fit Index)	> 0.80	0.943
NFI (Normed Fit Index)	> 0.90	0.815
CFI (Comparative Fit Index)	> 0.90	0.833
IFI (Incremental Fit Index)	> 0.90	0.887
RFI (Relative Fit Index)	> 0.90	0.744
Parsimony Fit Measures		
PCFI (Parsimony Comparative of Fit Index)	> 0.50	0.638
PNFI (Parsimony Normed Fit Index)	> 0.50	0.589

Source: AMOS output

Table2: Summary of the Hypothesis

Hypothesis	Estimate	P-value	Supported/Unsupported
Age moderates perceived interactivity features and lead to purchase intention for generation X	.505	0.000**	Supported
Age moderates the perceived interactivity features and lead to purchase	.606	0.000**	Supported

Hypothesis	Estimate	P-value	Supported/Unsupported
intention for generation Y			
Age moderates the perceived interactivity features and lead to purchase intention for generation Z	.698	0.000**	Supported

**significant at 1%, * significant at 5%.

Discussion of Results

Age as Moderator

A moderating variable is mainly a qualitative variable which strengthens the relationship between the independent and the dependent variable. Table 2 shows whether the hypothesis is supported or not. Here the standard estimates are the beta values explaining the relationship. The critical ratio becomes the base for the decision to reject or accept the proposed hypothesis. Using the model as a baseline, further examination was done to study the moderating effects of age of the generations, categorized as generation X, Y and Z, to guide further investigation. The SEM model showed that the influence of perceived interactivity on purchase intention varies for different generations. When the age of generation X is used as a moderator to the independent construct of perceived interactivity and dependent construct of purchase intention, it is found that it affects the relation to almost 50 per cent. For generation Y, we notice that based on the perceived interactivity age moderates the relationship with purchase intention to 60 per cent. For generation Z, it has the highest moderation effect of almost 70 per cent.

Practical and Managerial Implications

The most crucial implication is designing landing pages and ways to increase landing page conversions by generational segmentation. For generation X, we see that among the perceived interactivity

features on the landing page that were considered necessary, priority must be given to flexibility in interaction while searching for information. They are usually not carried away by generalized promotions shown online. They still make purchases based on traditional methods (Haeney, 2007). Generation Y looks for landing pages which have easy and efficient navigation. (Jackson, Stoel and Brantley, 2011) Suggest that generation Y is a lot more sophisticated and consumption-oriented. Generation Y consumers are not affected by the terms of how the product is presented or displayed. Generation Z requires a landing page which facilitates searching for products quickly. These findings are also corroborated with the study findings in the Indian context (Singh and Singh, 2014). They found Generation Z to be highly engaged and active regarding technology. Learning happens mainly on open platforms. Their influence on purchase decisions of family and friends was also significant. This generation of people was born into a world full of technology, and they know how to engage things and applications from an early age.

Further Scope and Limitations of the Study

Current research delimits only one measurement to assess the landing page, which is perceived interactivity and other dimensions considered successful on the online platform can be studied. For example, a few visual merchandising techniques like Atmospherics and product presentation can be used to verify the research model further. The study can also be investigated from the perspective of customizing online advertisements on the landing page to attract all generations. Associating all the generation on one landing page and then providing a further link can target various customers and provide an array of choices. Each landing page must be designed based on generational tastes and considering perceived interactivity features. Customization of search based on generational classification can also be undertaken. Gender can be another vital data source for market segmentation within the generational category. Alpha Generation, which is the future generational cohort, can be studied to identify their requirements on the landing page. Research currently focuses on the innovation of marketing strategy on a web platform. To improve sales in the traditional format of

brick-and-mortar stores, merchandising techniques to cater to all three segments can be addressed by research scholars

Conclusion

It is important to study whether different generations exhibit different purchase intentions online. Such studies are important because generations are divergent in their thinking. This need is to be assessed primarily in the Indian context of generations. (Dhanapal, Vashu and Subramaniam, 2015) Have studied the challenges faced by the generations, regarding online shopping and suggest that marketers need to encourage their shopping habits online by providing better visual cues. Generation X comes from an era with less exposure to online shopping than the other two generations. This cohort is not tech-savvy when compared to the other cohorts a result of this makes it difficult for generation X to understand technological advancement and adapt to innovation.

On the other hand, Generation Y and Z see themselves as an extension of technology; they are very comfortable with all the new technologically advanced electronic gadgets, and online services, including online shopping, which appeal to them visually. A difference exists between X and Y's online shopping intentions (Lissitsa & Kol, 2016; Dhanapal, Vashu and Subramaniam, 2015). In their work, the need for this study is also emphasized by (Sorce, Perotti and Widrick, 2005). To corroborate the classification of generations and their behavioural needs is further studied by (Gardiner, Grace and King, 2013), pointed out noticeable differences among generations. Understanding generations and the importance of landing pages for marketers can lead to innovation on the landing page, and the initial success depends on the correct implementation of the findings.

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Appendix

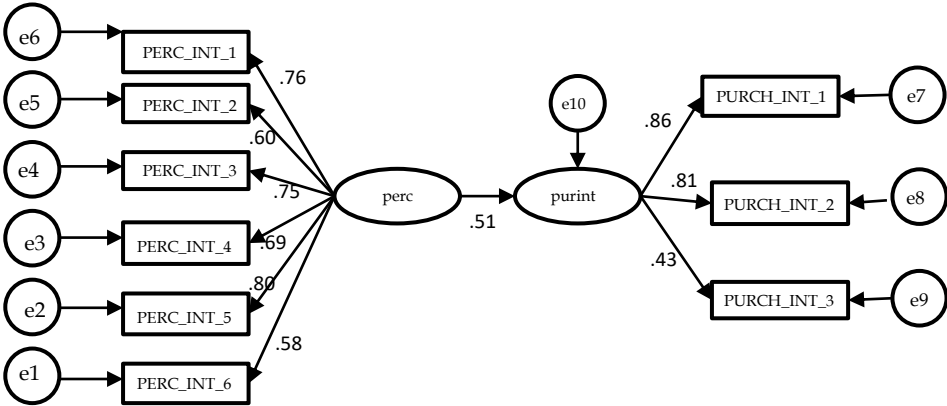


Figure 2: Showing SEM MODEL for Generation X age acting as a moderator between Perceived Interactivity and Purchase Intention

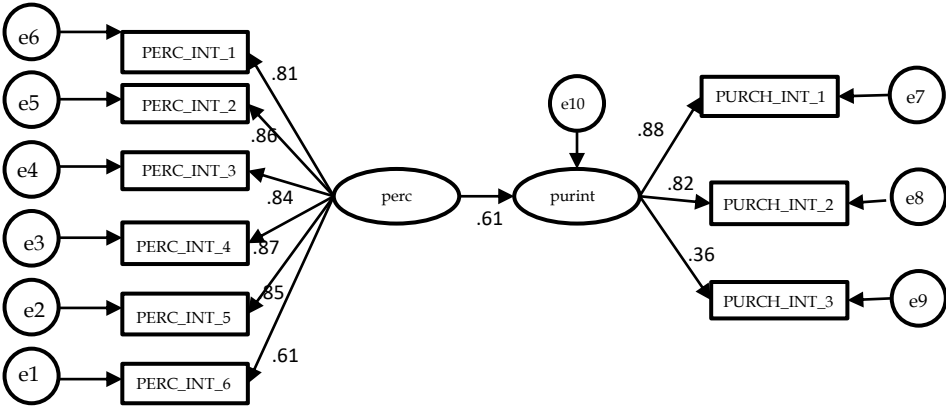


Figure 3: Showing the SEM MODEL for Generation Y age acting as moderator between Perceived Interactivity and Purchase Intention

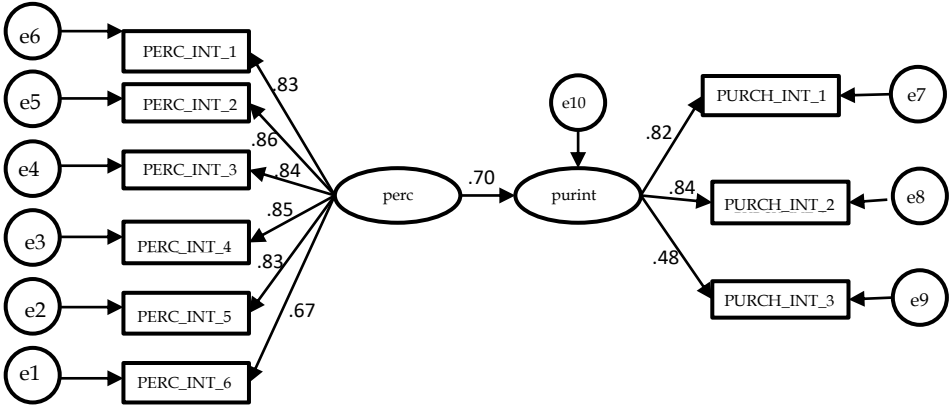


Figure 4: Showing SEM MODEL for Generation Z age acting as a moderator between Perceived Interactivity and Purchase Intention