An Analysis of Perceived Usability, Perceived Interactivity and Website Personality and their effects on Consumer Satisfaction

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Abstract- *This study focuses on the relationship between website design and satisfaction user. Specifically, this study examines the relationships between two design constructs: usability and interactivity and website personality as website features and satisfaction as consumer response. 621 participants were asked to visit the website of an Internet Service provider and to respond a questionnaire. Results indicate that interactivity and usability are significant predictors of satisfaction toward website. The results for the website personality dimensions are mixed. Enthusiasm and genuineness dimensions are positively related to satisfaction. While solidity and unpleasantness negatively impact satisfaction. Implications for research and practice are discussed.*

Keywords- *Website usability, website interactivity, website personality, satisfaction toward website.*

1. INTRODUCTION

The increase of the number of Internet users and the potential of the e-commerce urged the majority of companies to create their Web sites (Chang and Chen, 2008). Bressolles and Nantel (2006) moves forward that the key factors of success in the virtual environment do not consist in being present on the Internet or to propose low prices but they consist in building a successful site and in delivering an electronic service capable of developing satisfaction. Among various design characteristics, interactivity and usability stand out as key factor that impacts users' response to a website (Jiang and Benbasat, 2007). Companies are faced with the problem of the standardization of websites (almost all web sites contain the same items and sometimes have the same appearance). Faced with this problem and to distinguish themselves from their competitors, some companies have tried to cultivate the symbolic aspect of their websites (Cheung and Lee, 2005).Sautter et al (2004) postulate that the interaction of the Internet users with websites creates a "social and natural" interaction similar to that existing in the real life between persons. These authors add that the Internet users consider Websites as social actors and confer them social attributions (for example personalities). Fournier (1998) demonstrated that brand personality engenders positive feelings and increases trust and loyalty. This tendency to anthropomorphize was applied to the relationship between consumers and brands by Aaker in 1997. Recently Chen and Rogers (2006) and especially with Poddar et al (2009), we start to talk about website personality. In fact, website personality can help the company to differentiate itself from its competitors and to

become a little closer to the consumer (Poddar et al, 2009). However, it should be noted that differentiation is increased first by the development of website usability and interactivity which are key factors in website design (Campbell et al, 2010; Hung and Li, 2007). So, as part of this work we will try to study the interaction between functional aspect, experiential aspect and symbolic aspect, among others between usability, interactivity and website personality and satisfaction. These matters are very little studied by previous research. To fill the gap found in previous research, we have incorporated "website personality which can be considered an important tool for enterprises who want to differentiate

This study contributes to the literature by answering important questions to online commerce researchers and practitioners. It tries to enhance extant literature on usability, interactivity and website personality by providing a detailed investigation of the effects of these aspects on consumer satisfaction.

2. LITERATURE REVIEW

To benefit from the increase of the number Internet users, companies invested in the design of websites with the aim of increasing their web visibility at first and to increase satisfaction secondly.However, seen that the multiplicity of websites made that the development of customer satisfaction becomes harder and harder, certain companies tried to investigate the other aspects besides the improvement of the quality of the Web site to know the improvement of the symbolism of the site by endowing it with a personality. This allows companies to have more

intimate relation with consumers by creating a unique experience on the website capable of satisfying them.

2.1 STIMULUS-ORGANISM-RESPONSE MODEL

When browsing a website, consumers manifest cognitive, emotional and behavioral responses. The SOR model of Mehrabian and Russell (1974) may provide a theoretical basis for understanding consumer reactions when visiting a website. In this model, the components of the environment influence the emotional state of the individual by declining into three basic emotional states namely pleasure, arousal and dominance. These emotions will eventually impact the behavior of the individual who may be either the approach or avoidance.Dnonovan and Rossiter (1982) postulate that the elements constituting the store atmosphere (colors, architecture, sound) are considered as "stimuli" and affective reactions as consumer responses. Within the online context, Eroglu et al (2003) and Ranaweera and Parabhu (2003) suggest that the website quality dimensions (usability, interactivity) are the stimuli; satisfaction toward website is the emotional reaction. Approach-avoidance behavior can be apprehended by the resulting actions (purchase, word of mouth).

2.2 COMPUTERS ARE SOCIAL ACTORS PARADIGM

Computers are social actors paradigm shows that people may consider computers as social agents. People may read gender and personalities into machine and may be acting on these beliefs. They are flattered by machines, treat machines as teammates and talk to computer (Punya, 2006).These responses occur even when users deny that computers have personalities or beliefs (Nass, Moon, & Carney, 1999). Respond socially to computers appears to be unconscious, instinctual, and independent of age, experience, and expertise (Reeves & Nass, 1996).This action can be explicated by using natural language by computers, reacting in real time and speak in human voice (Punya, 2006). Human respond socially to computers as if they were human being. When they receive feedback from a computer, they consider it as a response from another human (Dutton and Schepherd, 2006). People attribute personalities traits to computers. In particular they attribute the big five trait of extraversion to computers. For example, embodied computers agents which exhibit empathic attitude were more likeable and perceived as more trustworthy (Magge and Kalyanaraman, 2010).

2.3 PRESENTATION OF RESEARCH CONCEPTS

2.3.1 Website personality

Luis and Lombart (2008) think that the concept of brand personality joins within the relational marketing paradigm. According to Aaker (1997) brand personality is "all the human characteristics associated with a brand». Fournier (1998) asserts that the consumers need anthropomorphism, to consider objects as persons with the aim of facilitating interaction with these objects. Vernette (2008) proclaims

that personality's features are source of differentiation and they favor the establishment of a relation on the long term between brand and consumer. D'Astous and Lévesque (2003) suggests that the concept of the personality can be applied to a tangible product or a service , an on-line product, a store, a website, a country or a touristic destination. Martineau (1958) cited by D'Astous and Lévesque (2003) proposes that store possesses a personality who is defined as the way with which the store is defined in mind of the consumer in terms of psychological and functional attributes ". D'Astous and Lévesque (2003) developed a scale to measure store personality which has four positives traits including enthusiasm (dynamic, lively, welcoming), sophistication (chic, elegant, stylish), genuineness (honest, reliable, sincere), and solidity (hardy, reputable) and a negative dimension (annoying, irritating). This scale was adopted by Poddar et al (2009) to measure website personality considered similar to store personality. According to Poddar et al (2009) in both website and store, sales representatives can interact with customers and can assist them.According to Poddar et al (2009), website possesses the same characteristics or features as the traditional store. Indeed, website interacts with consumers by offering the possibility to discuss with the other consumers either with the webmaster, seek for recommendations and secure payment. Through, these dimensions, website tries to imitate treal experience in the traditional store. It is necessary to indicate however that the adaptation of this concept to the context of the Internet is necessary, seen that this media possesses unique characteristics. Poddar et al (2009) defines website personality as «the mental representation of a website on dimensions that are similar to and reflect the dimensions of human personality ". The dimensions used to describe web site personality are similar to a large extent to those used to describe store personality. So website can have an enthusiastic personality if it offers an atmosphere perceived as pleasant by users. The enthusiasm trait results from the organization and the colors of the website (Poddar and al, 2009; Chen and Rodgers, 2006). Also, website can be perceived as sophisticated if consumers think that it is elegant and smart. A genuine website is a website, the interface of which inspires trust. So, several websites appeal to an endorsement of certain governmental organizations which give evidence of the reliability of the website. A solid website is a website which demonstrates that is capable of managing transactions in a fluid and professional way by offering for example a wide selection of products and by facilitating decision process. Finally, an unpleasant Web site is a website that its design is boring and irritating (Poddar and al, 2009; Shobeiri et al. 2013).According to Poddar et al. (2009) and Shobeiri et al. (2013), an enthusiastic website is a website that uses its design to create a lively user-friendly atmosphere for visitors. Solidity refers to the professionalism with which website responds to consumer requests for example by

facilitating buying process. Poddar et al (2009) talk about reliability and security to evoke genuine or authentic personality. A sophisticated website is a website described as classy andelegant. Finally, pleasant website is a website that does not have an annoying interface or an irritating purchase processes. (Shobeiri et al, 2013).

2.3.2 Perceived website usability

Usability is defined "as the effort required to use a computer systems" (Nielsen (2000). Lee and Kozar (2012) define usability as "the extent to which product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in specified context of use. Website usability is defined as the perceived ease with which users can access desired information from a website (Karat 1997). Web site usability reflects the perceived ease of navigating or making purchases through the Internet and it is considered a critical factor of the development of electronic commerce (Flavian et al, 2006). Koufaris (2002) move forward that website usability reflects perceived utility, perceived ease of use and convenience. Sunil et al. (2006) add that besides the ease and besides the utility, usability can make reference also «to the degree in which the website allows consumer to realize the tasks which he intends to make ". Kuosmanen et al (2010) indicate that website must be functional among others it has to allow the Internet users to find information quickly and easily. Therefore, greater levels of usability will be associated to a greater ability of the users to control what they are doing. According to Davis (1989), usability is considered as a key factor in predicting intention to use systems.

2.3.3 Perceived website interactivity

In this research we adopt the definition of Stuer (1992), perceived interactivity is "the extent to which users can participate in modifying the form or content of a website in real time." interactivity enables real-time, two-way and interactions among consumers themselves and between consumers and enterprises. Blattberg and Deighton (1991) view interactivity as interpersonal communication. Consequently, they define perceived interactivity as direct communication between two parties regardless of distance or time. Palmer (2002) argues that the perceived interactivity of the website is related to the ability to customize the appearance and content as well as interaction with the website manager and other users. Liu and Arnett (2000) believe that the facets that come up repeatedly during the conceptualization of interactivity are two-way communication is defined as "the possibility of establishing two-way communication between the user and the company and between users themselves». The second facet is "synchronicity", which refers to the degree of simultaneity between the user request and company response and finally the third aspect relates to the control exerted by the user over the navigation.To reduce the impact of the absence of direct contact between consumer and seller, companies have to respond to customers' inquiries and requests in a positive and responsive way to enhance interactive communication. The Internet has the potential for interactivity including customization, personalization, convenience, etc. As a consequence, e-tailers try to enhance interactivity in their website, by proposing various communication features including bulletin boards, real-time chats, search engines, etc. (Yoo et al 2010). Siclia (2005) postulate that interactivity is very important because it facilitates the processing of information by eliminating or reducing the number of unnecessary information. In addition, interactivity allows the user to organize the information, save time and guide his research.

2.3.4 E-satisfaction

Satisfaction has been analyzed in-depth in the marketing literature and information systems (Flavian et al 2006). Boyer and Nefzi (2008) define the satisfaction as an emotional answer consecutive to an experience of consumption and translating a process of confrontation of the performance received from the product and a certain number of standards of comparison such as expectations, desires, standards, ideals and promises. According to Oliver (2000), satisfaction is a general psychological state which results from the evaluation of the surprise inherent to the acquisition of a product ". Casalo et al (2008) define satisfaction as an affective consumer condition that results from a global evaluation of all the aspects that make up the consumer relationship. Chang and Chen (2008) assert that the most important change in Internet era is the replacement of the interaction between individuals by the interaction between person and machine. These two authors add that the importance of satisfaction and its consequences evolve in the same way as it is on the Internet either in the traditional environment.Gonzalez (2005) asserts that consumer satisfaction is a key variable of profitability and the success of the website. Indeed, satisfied consumers tend to buy more often on the Internet and to return more often on the website and to recommend it to the other consumers. Consequently, the consumer satisfaction allows company to increase profits and to decrease costs of acquisition and retention of the Internet users. Rodgers and al (2005) defines "e-satisfaction" as the emotional reaction to an on-line experience ". Szymanski and Hise (2000) define "e-satisfaction" as the measure of the global satisfaction towards the experience of consumption on the Internet. According to Florès et al (2008), e-satisfaction is defined as "a subjective evaluation of the consequences of use of a website. Olorunniwo et al (2006) defines the on-line satisfaction as an emotional state representing an emotional reaction to the total experience of the consumer on the website.

3. RESEARCH MODEL AND HYPOTHESES

3.1 RESEARCH MODEL

Our research model was developed by integrating previous research on website quality, website personality and consumer satisfaction with website. Figure 1 displays the relationships between the focal constructs in our main model. The research model depicted in figure 1 in Appendix shows how aspects of perceived website interactivity, perceived website usability and web site personality can influence e-satisfaction.

3.1.1 The impact of perceived website usability on consumers' satisfaction with website

Corritore et al (2003) argue that perceived usability facilitates interactions between the parties and access to information and therefore, it may influence the levels of customer satisfaction. Perceived website usability reduces the cost of searching for information, facilitates the understanding of the content, reduces errors and facilitates transactions (Casalo et al, 2008). Roy et al (2001) defines perceived website usability as the ease with which users can navigate through a website. Usability is the manner in which information is structured and integrated with design. A user-friendly interface design is important to influence satisfaction and to create traffic. Moreover, a well-designed website enhances customer online experience (Luo et al, 2012). Aspects of usability such as up-to-date information ease of understanding the structure of a website speed of downloading, impact the levels of satisfaction (Casalo et al, 2008). According to Zviran et al (2005) usability is promoted if website features is designed with respect of learnability, flexibility, and robustness. Usability is useful and necessary but is not the main determinant of use. Websites providing relevant and accurate information and other value-adding feature such us interactivity and convenience are critical (Cheng and Hamid, 2011). Palmer (2002) explicates how to create usable website. Usable website is web site with good links and navigation mechanisms. The success of website is in realizing customer expectations that leads to customer satisfaction (Shankar et al, 2003).Belanche et al, (2012) concluded that usability is of critical importance in achieving user satisfaction.

As a consequence, we propose in our fist hypothesis that website usability may have a direct influence on customer satisfaction:

H1: website usability is positively related to consumer satisfaction.

3.1.2 The impact of perceived website interactivity on consumers' satisfaction with website

Danaher et al (2006) showed that interactivity increases the duration of visits and traffic. Similarly, the lack of attractiveness (no picture, lack of interactivity) generates the disappointment of the user. Agosto (2004) noted that users prefer websites with content presented in an attractive format (graphic and multimedia) because interactivity increases the immersion in the environment.Perceived interactivity (the level of responsiveness, and the manner of handling customer complaints) has been considered as a key factor that affects customer satisfaction. Interactivity can help retailer create differentiation and avoid price completion (Luo et al, 2012). Yoo et al (2010) argue that the purpose of facilitating interactive services on website is to increase consumers' perceived consumption value and to satisfy them. Yoo et al (2010) suggest that both consumers and companies can benefit from high interactivity for better decision making and greater consumer relationship marketing. Ballatine (2005) argues that a high level of perceived interactivity (ability to interact with other users connected to the web site) allows users more control over their navigation. Perceived control increase users satisfaction. Fortin and Dholakia (2005) estimate that in the mediated environment, interactivity pushes users to be more aware and focused which positively affects their satisfaction. On the other hand, interactivity and vividness of a website design provide greater opportunities for users to directly access what they need (Novak et al., 2000).

For these reasons, hypothesis H2 is inferred as follow:

H2: Website interactivity is positively related to consumer satisfaction.

3.1.3 The impact of web site personality on consumers' satisfaction with the website

Bressoles and Viot (2010) explain that anthropomorphism (tendency of people to consider objects as people) also relates to the human-interaction website. They estimate that, based on studies that have demonstrated the positive impact of brand personality on consumer affective responses, the effect website personality on the emotional and behavioral responses of the Internet user can be examined. In the case of the brand, Akin (2009) show that the development of brand personality influences consumer preferences and can develop strong emotional ties with him.Consumers consider website enthusiastic if they think it includes a friendly atmosphere with colors, music, videos. Similarly, a web site appears to have a genuine personality when it provides secure payment. A website has a solid personality when it presents a variety of products, rich content and easy navigation. A sophisticated website is an elegant website with an original and attractive interface. On the other size, a poorly designed website with slow navigation (loading errors) or difficult process of purchasing can be considered as annoying and irritating. This website can be considered as unpleasant (Poddar et al, 2009). Until now, to the best of our knowledge, no study has empirically tested the link between website personality and consumers' satisfaction with that website. In the other hand, Louis and Lombart (2010) demonstrated that four personality traits congeniality, originality, conscientiousness and preciousness positively influence satisfaction.

Based on the foregoing the following hypothesis is stated.

H3a: website solidity is positively related to consumer satisfaction.

H3b: website enthusiasm is positively related to consumer satisfaction.

H3c: website genuineness is positively related to consumer satisfaction.

H4d: website sophistication is positively related to consumer satisfaction.

H4e: website unpleasantness is negatively related to consumer satisfaction.

3.2 METHODOLOGY

This section successively describes data collection carried out in this study to test research hypotheses and the selection of scales.

3.2.1 Sample and Stimuli

Our research was conducted on Internet users who accepted to visit orange. tn. Our final survey questionnaire was administered through email. 621 consumers answered the questionnaire. The respondents were contacted by e-mail, they were asked to complete the questionnaire. The respondents were fairly representative, with 46, 3 % males and 53.7% females, with the majority (82.7%) being in the 18–30 age group. The biggest groups were the students followed by the professionals.

3.2.2 Data collection procedure

All items were drawn from reliable scales well established in literature and having acceptable validities. All constructs were measured by indicators with a five-point Likert type response format ranging from 'strongly disagree' to 'strongly agree'.

In order to measure website personality, the scale recently developed by Poddar et al (2009) is used. This scale includes 5 traits comprising 25 items. The 5 traits are respectively: Solidity, enthusiasm, Genuineness, sophistication, unpleasantness.

The four items used to measure interactivity are derived from the research of Lee (2005). To measure usability of website, the scale proposed by Lin et al (1997), Casalo et al (2008) is used. Satisfaction is measured using the scale of Flavian et al (2006) and Casalo et al (2008).

3.2.3 Reliability and Validity

Exploratory factors analysis was employed as a data reduction method. For usability, interactivity, enthusiasm, solidity, sophistication, genuineness and unpleasanteness, principal component analysis with varimax rotation using Kaiser's normalization revealed unidimensinality. Reliability is assessed with Cronbach α. Data analysis was conducted with latent variable structural equation modelling (SEM) (Joreskog & Sorbom, 1993) using AMOS 16.0. A two stage approach was adopted – first, estimating the measurement model and obtaining the standardised regression coefficients, and second, estimating structural model. To make sure construct validity is not restricted this way, we conducted pair-wise CFAs for all constructs involved. All CFA models had acceptable fits and all items loaded significantly on their respective factors. The CFA results on construct

reliabilities and average variance extracted are provided in the Appendix. Convergent and discriminant validity of the construct measures (Anderson & Gerbing, 1992) were also estimated.

3.3 MEASUREMENT MODEL

All measures reveal Cronbach's alphas well above the suggested limit (Churchill, 1979). A confirmatory factor analysis (CFA) using Amos 16 indicates the constructs have adequate composite reliability and discriminant validity.

The final model provides a chi-square of 690,528 with 283 degrees of freedom (p <.00). Other goodness-of-fit indices indicate an acceptable fit (confirmatory fit index [CFI] =0,983; root mean residual [RMR] =0, 045; root mean squared error of approximation [RMSEA] =0,048).The composite reliabilities for all constructs in the measurement model are greater than 0.9.

3.4 STRUCTURAL MODEL

To test Hypotheses, we developed a structural equation model. Table 3 shows the results corresponding to these hypotheses. Results reveal the acceptance of hypotheses 1, 2, 4, 5 and 7 to a level of .01. While Hypothesis 3 and 6 were not supported. Besides, the model fit showed acceptable values (Chi-square = 614,626 df 273, p .000, GFI = 0,947; CFI= 0,986; RMR= 0,041 and RMSEA= 0,045.

4. DISCUSSION

Our study empirically investigated the effect of perceived interactivity, perceived usability, and website personality on user satisfaction. Pearson and Pearson (2007) define perceived usability as "the degree to which the organization of the website allows the user to perform a task quite easily and fairly quickly." Pearson and Pearson (2007) add that usability must be a balancing act to the extent that inadequate feature may require the user to leave the website. We demonstrated that the usability significantly and positively impact satisfaction. Greater perceived usability favours a better comprehension of contents, reduces errors and research time. As a consequence, Flavian et al (2006) assume that usability offers comfortable atmosphere that may favours feeling of pleasure. Calisir (2010) argue that consumers want to find relevant information with less effort through menus, widgets, hyperlinks and video clips. In addition, the interactive features play a complementary role in supporting the process of information retrieval.Usability is the main benefit expected from online experience. Website must answer "properly" "utilitarian" consumer expectations who consider online buying as a task that must be performed as quickly as possible. Similarly, "hedonic" consumers who like to spend time on web sites to view videos, listen to music, see products range, must also be satisfied (Scarpi, 2012). Web usability studies have generated a long list of design guidelines, including short load time, deeper site hierarchy, shorter home pages but

they don't focused on how to engage consumers. Apply usability standards do not necessarily mean that the website will attract or stimulate users' curiosity or leave them with good impression (Chen and Yen, 2004). Dysart (1998) indicates that interactivity engages users and improves satisfaction. Tsai (2011) suggests that the attributes of the website are combined to influence satisfaction. Kim et al (2009) argue that usability is particularly critical for a website. In fact, designers must strive to reduce the number of pages needed to complete a task, clearly identify links that inform the user of the website structure.Fortin and Dholakia (2005) stated that interactivity is a very important attribute to boost cognitive processes, enhance positive emotions and develop satisfaction towards websites. We found that perceived interactivity is the main determinant of satisfaction. According to Hoffman and Novak (1996), a high level of interactivity increases the immersion in the mediated environment and stimulates positive emotions. Interactivity allows companies to build relationship with customers and to understand their needs (Auger, 2005). Demangeot and Broderick (2006) argue that consumers, who prefer hedonic attributes, attach great importance to the website attractiveness (graphics, multimedia) that facilitates information processing.Kim et al (2009) argue that users prefer well-organized websites where there is little redundant information. Perceived website usability and perceived interactivity lead to user satisfaction if that interactivity is "informative", "relevant" and corresponds to the absorption rate of the user. The set of hypothesis about the relationship between website personality and satisfaction is partially validated. The results show that only the dimension of enthusiasm and the dimension sincerity positively influence satisfaction. According to Magee and Kalyanaraman (2009), individuals tend to interact with computers and websites as social actors. Research enrolling in the CASA paradigm "Computers are social actors" have shown that websites can be designed so that users respond as if they were human. Anthropomorphism is all the more important when the website shows social cues such as agents or human voices that make web more empathetic and trustworthy site.The results confirm the significant impact of the enthusiasm of the website on satisfaction. Moraga et al. (2010) argue that the website is described as "enthusiastic" should have a rich sensory content that stimulates different meanings and allows the user to experience a very rich experience. Nathan and Yeow (2008) suggest that, websites with their vividness and interactivity have the potential to engage consumers differently from other less interactive media. These features can "capture" totally users and allow them to enjoy their experience on the website.Contrary to what is expected, the sophistication of the website has no impact on satisfaction. According to Auger (2005) the sophistication of the website is a controversial issue in the literature of online commerce. The sophistication of the website can encourage the process of discovery and spark the curiosity of the user (Griffith et al, 2001). Other researchers suggest that website too sophisticated may have a negative impact on user behavior. Auger (2005) demonstrates that design sophistication is not related to website performance. Sophistication can increase download time and it could annoy users who do not like waiting in general more than a few seconds (Shneiderman 1998).Similarly, we found that solidity negatively impact satisfaction. Indeed, Chen et al (2009) argue that attractiveness is a key element of website quality. Whatever the relevance of content and ease of use, if users do not find that the website is attractive. The austerity of the website or the absence of playfulness can push the user to shorten his visit. The incorporation of fun features on the website does not only differentiate website from other websites, but it also increases the fun and user satisfaction (Auger, 2005).The results show that unpleasantness negatively impact satisfaction. Yuan and Jang (2008) argue that the use of certain techniques on the website as "pop up" can cause irritation of the user. Yuan and Jang (2008) explain that the source of the irritation may be the frustration caused by website's organization. Elements such as animation, broken links, speed of scrolling menus commercials that open in the center of the screen, can make the website unpleasant and cause user dissatisfaction. Bai et al (2008) state that pops up may encourage consumers to develop arguments against or to leave the website.The results of this study can help marketers and web designers to better understand the contribution of each type of stimuli to generate satisfaction.

5. MANAGERIAL IMPLICATIONS AND LIMITATIONS

In fact, websites must provide a highly functional interface to evoke positive emotions and possibly generate positive future behavior. The design should be visually appealing and easy to use to satisfy the users. Chen et al (2009) suggest that marketers must make their websites attractive and "professional" to attract customers.A good designed website is a website that provides quick and easy access to information with a simple interface and few steps to perform various tasks. This design increases the perception of usefulness and usability of the website. Online experience must also meet the rather hedonistic orientation of consumers of stimulating, exploration and curiosity by using color, music, videos that are considered as sources of gratification for consumers (Scarpi , 2012).Falvian et al (2006) argue that companies should concentrate on interface structure that is simple and easy to understand. Moreover, websites designers can use multimedia tools and animation techniques to increase the vivacity and enthusiasm of the website that captures attention of the user towards the desired elements (Moraga et al, 2010).With regard to the sophistication of the website, designers should seek a compromise. Indeed, the

sophistication of the website is associated and appreciated by visitors in search of novelty (large number of graphics, video, games). However, the additional download time associated with a higher level of sophistication can negatively impact users satisfaction. Thus designers must combine both novelty to attract visitors and download speed (Auger, 2005). The study was performed on the website of a telephone operator; we tried to understand the relationships that may exist between the attributes of a website and user satisfaction. We chose one and not several web site because we do not want in this work, to make a comparison between several websites. This choice reduces the external validity of our study that can be improved in future studies by replicating the empirical investigation in other contexts. It is essential to define in the future whether the conclusions obtained in this research may differ in terms of the category of the product or the website.

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APPENDIX

Figure 1: Figure representing Research Concepts discussed in the paper
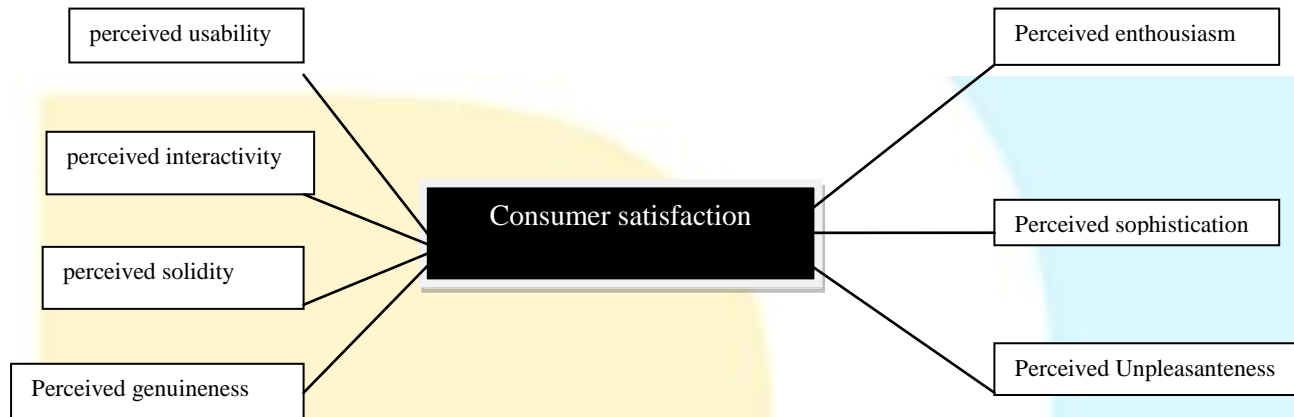

Table 1 : CFA Construct Model

	usabilit	inter	soli	enthous	genui	sophi	unple	sati
usabilit	**0,631***							
inter	0,263	**0,726***						
soli	0,434	0,256	**0,527***					
enthous	0,085	0,194	0,084	**0,789***				
genuin	0,218	0,197	0,178	0,116	**0,747***			
sophi	0,332	0,165	0,349	0,029	0,264	**0,554***		
unpleas	0,357	0,326	0,205	0,091	0,318	0,343	**0,647***	
satis	0,264	0,369	0,291	0,189	0,264	0,205	0,209	**0,808***

Jöreskog Rhô

Table 2: Summary of hypothesized structural model

Hypotheses	Estimates	CR	p-value	Supported
Usability→satisfaction	0,073	3,077	0,002	yes
Interactivity→satisfaction	0,566	11,262	0,000	yes
Solidity →satisfaction	-0,491	-4,52	0,000	no
Enthusiasm→satisfaction	0,855	9,019	0,000	yes
Genuineness →satisfaction	0,135	2,486	0,013	yes
Sophistication →satisfaction	-0,035	-0,610	0,542	no
Unpleasantness→satisfaction	-0,187	-4,561	0,000	yes