

# Analysing the Challenges Faced by Consumers with the Websites of Food and Beverage Outlets in Lucknow City

Ankit Dambhare\*, Prakash Nigam\*\*, Prasang Agarwal\*\*\*

## Abstract

Websites are normally considered as first mode of communication between the consumers and food and beverage outlets, as consumers search for various outlets through their laptop or mobile phones on the outlets websites. Well-designed and well organised websites are always considered as very effective marketing tool for the restaurants to attract the potential customers and if the websites are not well designed, food and beverage outlets professionals may loose their potential customers. Thus the present study is focussing on the challenges faced by the consumers of Lucknow city with the websites of food and beverage outlets. A structured questionnaire was developed to collect information from the consumers of food and beverage outlets in Lucknow city and distributed to them through online platform using Google Forms. The major findings of the study revealed that non-availability of contact information, slow page load time, outdated website design and unavailability of social media links on the websites are some of the problems faced by the consumers with the websites of food and beverage outlets of Lucknow city.

**Keywords:** Website, Food and Beverage Outlet, Consumers, Challenges

## Introduction

Guests look for information about the restaurants first on the website (Gregory et al., 2010; Lei & Law, 2015). Because information on websites is available at all times (Wangpipatwong et al., 2005), it is critical that it be displayed in an appealing manner (Cyr et al., 2010; Liu et al., 2017) and maintained properly (Chunlei et al., 2015; Saeed & Amjad, 2013). A website serves as the primary means of communication with visitors (Kim et

al., 2018; Owoyele, 2017). It must provide the types of contact that consumers anticipate (Asefa, 2020; Devi & Verma, 2016; Jayawardena et al., 2020), but it must do so first and foremost for users of the mobile site (a growing trend) (Jones et al., 2014). Regardless of whether guests utilise a desktop or mobile version of the website, a hotel website should be created to provide the most intuitive mode of communication (Elsayed et al., 2017). A website should provide more than just a simple means to contact the food and beverage. In reality, browsing the page should be straightforward and transparent, and the design should be built on a unique know-how that allows us to guide visitors around the website in a way that achieves a specific purpose (Agyemang et al., 2015; Kasavana, 2001; Vila & Kuster, 2011), such as optimising the booking process by making it available at all levels. A website is more than just a communication tool for guests to communicate with restaurant staff. Photos are crucial because they sell dreams and make a guest feel as if he wants to enjoy food at the restaurant without doubt (Liao et al., 2016). Additionally, website information about food, live music and outlets that sells feelings associated with the food experience in food and beverage outlets. Therefore, websites of food and beverage outlets plays a very significant role in consumers selection of outlet (Brewer & Sebbly, 2021; Hwang et al., 2011; Litvin et al., 2005).

Consumers encounter numerous issues with the websites of food and beverage outlets. Customers visits websites for the food items, location, pricelist, images of outlets etc. but sometimes restaurant websites are unnecessarily being obsessed with auto-play-video, which is sometime is irritating for the guests as they may be sitting at their place of work or business (The SEO Chefs, 2014).

\* Lecturer, Institute of Hotel Management, Lucknow, Uttar Pradesh, India. Email: [ankit\\_dambhare@yahoo.co.in](mailto:ankit_dambhare@yahoo.co.in)

\*\* Assistant Lecturer, Institute of Hotel Management, Lucknow, Uttar Pradesh, India. Email: [prakashnigam700@gmail.com](mailto:prakashnigam700@gmail.com)

\*\*\* Assistant Lecturer, Institute of Hotel Management, Lucknow, Uttar Pradesh, India. Email: [theprasang@gmail.com](mailto:theprasang@gmail.com)

Many times restaurants websites are fully loaded with images of restaurants which are directly uploaded from the digital cameras without adjusting their size on websites of restaurants and this affects the load time and some users find difficulty to browse the websites (Stockdale & Borovicka, 2007). Consumers are more interested towards menu, location and operational time of the restaurants and if they do not find easily this important information, they feel irritated and they may abandon websites for a competitor's or they ends up poor experience with restaurants websites. Many websites have very little information about the restaurants and sometimes websites are overloaded with the information, in both the scenarios, customers have bad experience with the websites (Doordash, 2021). Extensive use of slide shows, stock photos and flashing content also irritates the customers and this is also considered as poor designing of websites by the consumers of food and beverage industry. Other challenges faced by customers with the websites

of food and beverage outlets are not easily searchable on Search engine optimization and websites not optimised for mobile phones.

The present study is focussing on the challenges faced by consumers with the websites of food and beverage outlets in Lucknow city and the findings of this research will also help professionals of food and beverage outlets while designing their restaurants websites.

## Review of Literature

### Identification of Issues Faced by Consumers with the Websites

Visitors faces many issues while using the websites of various organisations and these they also face while using the websites of restaurants. Table 1 is indicating various issues of websites faced by customers:

**Table 1: Issues with the Website Designing**

Author'S	Title of the Research Paper	Issues with Websites
Bhatnagar et al. (2012)	Quantifying website usability using fuzzy approach	Excessive information
Manhas (2015)	An Overview of Website Design Issues	Very less information
Al-Badi et al. (2011)	Improving website ranking through search engine optimization.	Not easily availability on search engine optimization
Remme (2013)	Branding Liège: An Analysis of Four Presentations of A City	Less use of attractives videos & images
Mansoor et al. (2008)	A Study on the Speed factors for Websites.	Slow page load time
Schneider et al. (2014)	Acceptability of online self-help to people with depression: users' views of MoodGYM versus informational websites	Technical issues
Sajjanar and Pasha (2014)	A Critical Study: Secure Gateway in Payment System for Electronic Transaction.	Unsecured payment gateways
Güdük and Uca (2017)	Evaluation of the websites of the first-class restaurants in terms of design and marketing activities.	Non-availability of contact information
Zhang et al. (1999)	Websites that satisfy users: A theoretical framework for web user interface design and evaluation	Websites are not well designed
Volkom et al. (2014)	Revisiting the digital divide: Generational differences in technology use in everyday life. <i>North American</i>	Less user friendly
Chen et al. (2018)	Do websites provide what applicants need? Plastic surgery residency program websites versus applicant self-reported needs	Poor or outdated web design
Cappel and Huang (2017)	An analysis of social media presentation at company websites.	Non-availability of links for social media

## Customers Dissatisfaction with the Poor Website Designing

Gunden (2017) in the study stated that websites not giving information required by food and beverage outlets customers dissatisfies them. Fredericks and Salter (1995) in their study stated that customers are more interested towards images, videos of outlets, menu, price list, location etc and if they do not find necessary information they feel dissatisfied and it may be taken as opportunity by the competitor's websites. Subramaniam et al. (2013) in their study concluded that less user friendly restaurant websites and poor designing of websites creates negative image of restaurant in the mind of the customer. As websites are first point of interaction between consumers and food and beverage outlets, thus this impression should be the best one. Failing to create this impression leads to loss of business opportunity Sharma and Lijuan (2015). Saita (2021, August 6) in the article on problems with the websites stated that slow page loading time, websites not easily searchable on search engine optimization, not highlighting their products and services, poor color combination, not indicating location on the Google map are some of the factors which irritates customers and dissatisfies them. Thus professionals of food and beverage service outlets must design their websites keeping all these things in mind to satisfy their customers.

From the study of previous literature, it has been found that websites of food and beverage outlets plays a significant role in attracting new customers and keeping their existing customers and the previous researches also described that consumers face numerous challenges with the websites of the companies. Thus the present research is focussing on the challenges faced by consumers with the websites of the food and beverage outlets in Lucknow city.

## Objectives of the Study

- To identify the challenges faced by consumers with the websites.
- To analyse the challenges faced by consumers of food and beverage outlets with the websites of outlets.
- To suggest measures to food and beverage outlets professionals to improve the websites of their outlets.

## Research Methodology

Structured questionnaire was distributed to 200 respondents of Lucknow city and out of which 174 respondents have given their response. Questionnaire was divided into three sections. First section included questions on the demographic profile, second section were based on profile of consumers related to their food and beverage outlets preferences and third section consisted questions on the challenges faced by consumers with the websites of food and beverage outlets in Lucknow city. Questionnaire was distributed in the first week of September, 2021, through online platform Google Forms and respondents had submitted their response through the same platform. Closed ended questions were asked for the third section on a scale of 1 to 5, where 1 indicates strongly agree, 2 indicates agree, 3 indicates neutral, 4 indicates disagree and 5 indicates strongly disagree. Reverse scoring scale is used for data analysis. The primary source of data collection is structured questionnaire and secondary sources of data collection were Government reports, National and International reports, theses, journals, research papers, websites, publishes articles, magazines, newspapers etc.

## Analysis and Findings

### Demographic Characteristics of Respondents

To achieve the objectives of present study, a structured questionnaire was prepared and distributed to 200 respondents all over India in the month of September, 2020 through online platform using Google Form. 174 out of 200 respondents have filled and submitted the surveyed questionnaire. Table 2 represents the demographic characteristics of consumers of food and beverage outlets. The gender distributions showed that 74.1% of the respondents were males and 25.9% of the respondents were females. 82.2% of respondents were of the age group between 18-30 years, 14.9% between 31-40 years and 2.9% between 41-50 years of age.

**Table 2: Demographic Characteristics of Respondents**

Variables		(%)
Gender	Male	74.1
	Female	25.9
	Preferred not to say	----

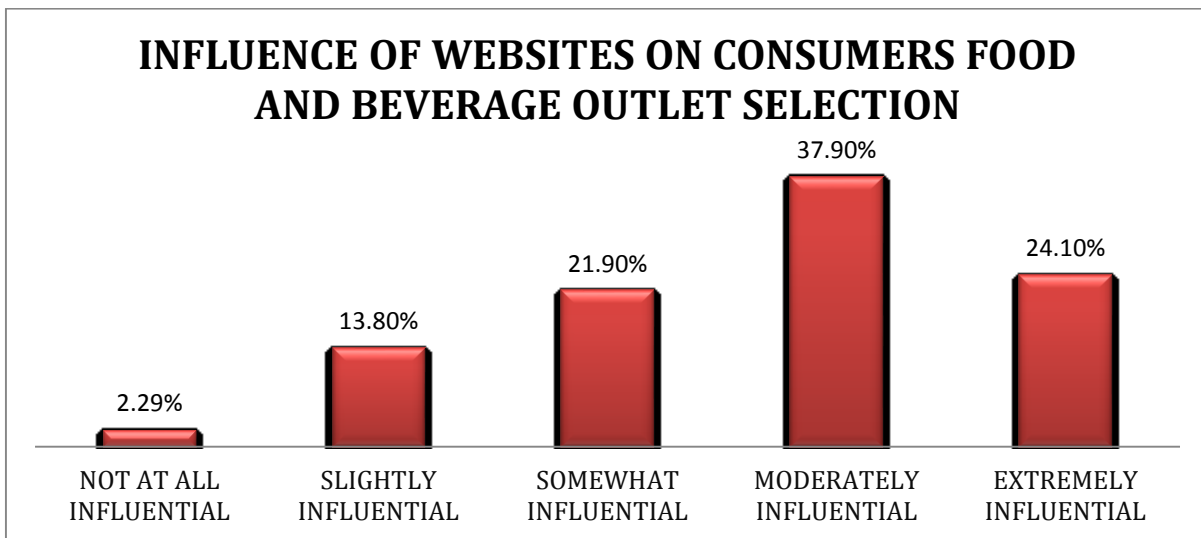
Variables		(%)
Age	18-30 years	82.2
	31-40 years	14.9
	41-50 years	2.9
	51-60 years	--
	Above 60 years	--
Marital Status	Single	80.5
	Married	18.4
	Preferred not to say	1.1
Educational Qualifications	Undergraduate	9.2
	Graduate	59.2
	Postgraduate	29.3
	Doctorate	2.3
	Others	----
Occupation	Students	20.1
	Government Job	8
	Private Job	59.8
	Business	8.6
	Others	3.4
Annual Income	Not earning	21.8
	Up to 3 Lakhs	39.1
	3-6 Lakhs	24.7
	6-10 Lakhs	8
	More than 10 Lakhs	6.3

80.5% of the surveyed population are single whereas 18.4% of the respondents are married. 59.2% of respondents are graduates, 29.3% are postgraduate, 9.2% undergraduate and 2.3% of respondents are having

Doctorate degree. 20.1% of the respondents are students, 8% are having Government job, 59.8% having private job and 8.6% of respondents are pursuing their own business. 39% of the respondents are earning up to 3 lakhs of annual income, 24.7% of the respondents are earning annual income of 3-6 lakhs, 8% 6-10 lakhs whereas 6.3% of the respondents are earning more than 10 lakhs of annual income.

### Profile of Respondents Related to their Food and Beverage Outlet Selection

94.3% of the respondents mentioned that they prefer to visit different food and beverage outlets in Lucknow city, 1.7% do not usually prefer to visit whereas 4% of the respondents are not sure about the same. 35.6% of respondents visits two times a month in food and beverage outlets, 19.5% three times, 9.8% four times and 35.1% of the respondents visits more than four times a month in the restaurants of Lucknow city. 25.3% of the respondents mentioned that they prefer to visit fine dine restaurant, 32.8% fast food outlets, 17.2% food courts and 24.7% of the respondents prefer to visits café. 19% of the respondents mentioned that they spend less than Rs. 1000 on their visit to food and beverage outlets, 43.1% spends 1-3 thousand, 31% spends 3-6 thousand, 5.7% spends 6-10 thousand and 1.1% of the respondents spends more than 10 thousand per month on their visits to food and beverage outlets.



Bar Graph 1: Influence of Websites on Consumers Food and Beverage Outlet Selection

Bar graph 1 indicates influence of websites on consumers food and beverage outlet selection. 2.29% of respondents mentioned that websites do not influence their selection of food and beverage outlet selection, 13.8% mentioned that websites slightly influence their food and beverage outlet selection, 21.9% of the respondents mentioned that websites somewhat influence their food and beverage outlet selection, 37.9% of the respondents mentioned that websites moderately influence their food and beverage outlet selection and 24.1% of the respondents mentioned that websites of outlets extremely influence their food and beverage outlet selection.

### Challenges Faced by Consumers with Websites of Food and Beverage Outlets

**Table 3: Challenges Faced by Consumers with the Websites of Various Food and Beverage Outlets (Data is in Percentage)**

Parameters	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Excessive information	14.3	32.7	29.8	12.06	10.9
Very less information about outlet & food items	15.5	29.3	27.01	13.7	14.3
Not easily availability on search engine optimization	10.9	29.3	27.01	14.9	17.8
Less use of attractive videos & images	12.6	28.7	27.5	14.9	16.09
Slow page load time	21.2	24.7	17.8	19.5	16.6
Technical issues	19.5	27.5	20.6	12.6	19.5
Unsecured payment gateways	24.7	18.9	18.9	16.09	21.2
Non-availability of contact information	21.8	30.4	17.2	13.7	16.6
Websites are not well designed	13.7	29.3	24.1	18.9	13.7
Less user friendly	18.9	21.8	24.1	18.3	16.6
Poor or outdated web design	20.1	21.8	24.7	20.1	13.2
Un-availability of links for social media	20.6	21.2	25.8	16.6	15.5

The second objective of the study was to analyse the challenges faced by consumers with websites of food and beverage outlets and to achieve this objective, questionnaire was circulated to respondents of Lucknow city and 174, out of 200 respondents had given their response. Reverse scoring scale is used for the analysis of second objective. 14.3% of the respondents strongly agree and 32.7% of the respondents agreed that websites of food and beverage outlets of Lucknow city presents excessive information on their websites while 29.8% of the respondents were neutral on this. 15.5% of the

### Identification of the Challenges Faced by Consumers with the Websites

The first objective of the study was to identify various challenges faced by consumers with the websites of various outlets. The findings of this objective have been achieved with the studies of previous literature and the previous researches stated that excessive information, very less information, websites not easily searchable on internet, less use of images and short videos, slow page load time, technical issues, unsecured payment gateways, non-availability of contact information, poor designing of websites, less user friendly, outdated design and non-availability of links of social media are some of the challenges or issues faced by consumers with the websites of various outlets.

respondents strongly agree and 29.3% agree on the fact that restaurant websites does not represent sufficient information required by them while 27.01% of the respondents were neutral on this. Majority of the respondents (12.6% strongly agree and 28.7% agree) mentioned that websites of restaurants of Lucknow presents very less images and videos related to outlet, food and services. 21.2% of the respondents we strongly agree and 24.7% of the respondents are agreed on the fact that they face the problem of slow page loading time with the websites of restaurants while 17.8% are neutral on this.

19.5% of the respondents are strongly agree and 27.5% of the respondents are agree on the fact that they faced technical issues while utilising the websites of restaurants of Lucknow city while 20.6% of the respondents are neutral on this fact. 24.7% of the respondent strongly agree and 18.9% of the respondents agreed that they faced issues with the payment gateways of restaurants given on their website. 21.8% of the respondents are strongly agree and 30.4% the respondents are agree on the fact that they found problem in searching the contact details on the restaurants websites. 13.7% of the respondents strongly agree and 29.3% of the respondents agreed that websites of food and beverage outlets are not well designed. 18.9% of the respondents are strongly agree and 21.8% of the respondents agree on the fact that websites of food and beverage outlets of Lucknow city are less user friendly. 20.1% of the respondents strongly agree and 21.8% of the respondents agreed that websites of restaurants have outdated design. 20.6 percent of the respondents strongly agree and 21.2 % of the respondents agreed that websites of food and beverage outlets of Lucknow city do not share links of their presence on their websites.

### Suggestive Measures for F&B Outlets Professionals to Improve their Websites

After consultation with IT experts, suggestions of respondents and after reviewing the past studies on websites designing like Elisa (2020); Lim (2013); Mozeik (2007); Pantelidis (2010); Vila et al. (2021), the following measures have been suggested to the professionals of food and beverage service outlets:

- Food and beverage outlets professionals must focus on the appropriate information while designing their websites. Information on the websites should not be excessive or too less related to the outlets.
- Food and beverage outlets websites must be easily searchable on Search Engine Optimisation.
- There should be appropriate use of short videos and images related to the outlet, products and services.
- Websites must be designed in such a way that it should not face the problem of slow page load time.
- Timely maintenance and up-gradation of websites must take place so as to avoid the problems of technical issues and payment gateways.
- Websites must be user-friendly and well organised.

## Conclusion

The findings of the first objective suggested that excessive information, very less information about the outlets, restaurants websites not easily searchable, less use of attractive videos and images, slow page load time, technical issues, unsecured payment gateways etc. are some of the issues faced by the users of the websites. The findings of the second objective stated that non-availability of contact information, slow page load time, outdated website design and unavailability of social media links on the websites are some of the problems faced by the consumers of food and beverage outlets of Lucknow city. Food and beverage service professionals must emphasize on user-friendly and well organised website designing which must be easily searchable on search engine optimisation with the less page load time and it must provide the important contact details of the outlet.

## Limitations and Suggestions for Future Research

The present research has been conducted in the city of Lucknow, thus, the findings cannot be generalised for all the cities of Uttar Pradesh. Since the sample size was of 174 respondents, thus, the findings does not represent real picture of all the consumers of food and beverage outlets of Lucknow city. Future research can be conducted on the challenges faced by consumers of Uttar Pradesh or entire India with the websites of food and beverage outlets or the same research can be conducted on the hotel industry too.

## References

- Agyemang, F. G., Boateng, H., & Dzandu, M. D. (2015). Dialogic communication on universities in Ghana libraries' websites. *The Electronic Library*.
- Al-Badi, A. H., Al Majeeni, A. O., Mayhew, P. J., & Al-Rashdi, A. S. (2011). Improving website ranking through search engine optimization. *Journal of Internet and E-Business Studies*, 2011, 1-11.
- Asefa, T. Y. (2020). Improve usability of tourism websites based on agile strategies. *International Journal of Advanced Network, Monitoring, and Controls*, 5(4), 9-15.
- Bhatnagar, S., Dubey, S. K., & Rana, A. (2012). Quantifying website usability using fuzzy ap-

- proach. *International Journal of Soft Computing and Engineering*, 2(2), 424-428.
- Brewer, P., & Sebby, A. G. (2021). The effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic. *International Journal of Hospitality Management*, 94, 102777.
- Cappel, J. J., & Huang, Z. (2017). An analysis of social media presentation at company websites. *Journal of International Business Disciplines*, 12(1).
- Chen, V. W., Hoang, D., & Garner, W. (2018). Do websites provide what applicants need? Plastic surgery residency program websites versus applicant self-reported needs. *Plastic and Reconstructive Surgery Global Open*, 6(10).
- Chunlei, W., Pei, W., & Meng, C. (2015). Research on the content planning of cities' CVB official websites from the perspective of stakeholders. *Journal of Beijing International Studies University*, 37(1), 16.
- Cyr, D., Head, M., & Larios, H. (2010). Colour appeal in website design within and across cultures: A multi-method evaluation. *International Journal of Human-Computer Studies*, 68(1-2), 1-21.
- Devi, K., & Verma, M. K. (2016). Comparison of design and content features of North-Eastern Hill University (NEHU) and Mizoram University (MZU) websites: A study. *World Digital Libraries - An International Journal*, 9(1), 19-32.
- Doordash. (2021). 12 Restaurant Website Mistakes (and How to Avoid Them). Retrieved September 20, 2021 from <https://get.doordash.com/blog/restaurant-website-mistakes>.
- Elisa, N. (2020). Usability, accessibility and web security assessment of e-government websites in tanzania. *arXiv preprint arXiv:2006.14245*.
- Elsayed, Y., Hefny, M., Marghany, M., & Radwan, A. (2017). The evaluation of restaurants websites: American pizza restaurants case study. *International Journal of Heritage, Tourism and Hospitality*, 11(3 (Special Issue)), 158-174.
- Fredericks, J. O., & Salter, J. M. (1995). Beyond customer satisfaction. *Management Review*, 84(5), 29-33.
- Gregory, A., Wang, Y. R., & DiPietro, R. B. (2010). Towards a functional model of website evaluation: a case study of casual dining restaurants. *Worldwide Hospitality and Tourism Themes*, 2(1), 68.
- Güdük, T., & Uca, S. (2017). Evaluation of the websites of the first-class restaurants in terms of design and marketing activities. *Revista de turism-studii si cercetari in turism*, (23).
- Gunden, N. (2017). *How online reviews influence consumer restaurant selection*. University of South Florida.
- Hwang, J., Yoon, Y. S., & Park, N. H. (2011). Structural effects of cognitive and affective responses to web advertisements, website and brand attitudes, and purchase intentions: The case of casual-dining restaurants. *International Journal of Hospitality Management*, 30(4), 897-907.
- Jayawardena, N. S., Ross, M., & Grace, D. (2020). Exploring the relationship between Australian University websites and international student Enrolments. *International Journal of Educational Management*, 34(10), 1527-1557.
- Jones, J. M., Doll, D., & Taylor, O. (2014). Extension must adopt mobile-friendly websites. *The Journal of Extension*, 52(6), 29.
- Kasavana, M. L. (2001). eMarketing: Restaurant websites that click. *Journal of Hospitality & Leisure Marketing*, 9(3-4), 161-178.
- Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in Human Behavior*, 80, 243-254.
- LEI, S., & LAW, R. (2015). Content analysis of Tripadvisor reviews on restaurants: A case study of Macau. *Journal of Tourism*, 16(1), 17.
- Liao, H., Li, Y., Hu, T., & Luo, J. (2016, December). Inferring restaurant styles by mining crowd sourced photos from user-review websites. In *2016 IEEE International Conference on Big Data (Big Data)* (pp. 937-944). IEEE.
- Lim, S. H. (2013). Relationships between customer value and performance: Focusing on family restaurant websites. *Journal of Information Technology Services*, 12(1), 215-227.
- Litvin, S. W., Blose, J. E., & Laird, S. T. (2005). Tourists' use of restaurant webpages: Is the internet a critical marketing tool? *Journal of Vacation Marketing*, 11(2), 155-161.
- Liu, F., Xiao, B., Lim, E. T., & Tan, C. W. (2017). The art of appeal in electronic commerce: Understanding the impact of product and website quality on online purchases. *Internet Research*.

- Manhas, J. (2015). An overview of website design issues. *International Journal of Research in Engineering Technology and Management*
- Mansoor, N., Mansoor, N., Al Mamoon, I., & Chowdhury, S. A. A study on the speed factors for websites. In *International Conference on Electronics, Computers, and Communications* (pp. 503-505).
- Mozeik, C. K. (2007). *Customer adoption of online restaurant services: A multi-channel approach*. University of Delaware.
- Owoyele, S. (2017). Website as a marketing communication tool.
- Pantelidis, I. S. (2010). Electronic meal experience: A content analysis of online restaurant comments. *Cornell Hospitality Quarterly*, 51(4), 483-491.
- Remme, A. (2013). *Branding Liège: An analysis of four presentations of a city* (Doctoral dissertation, Aalborg University).
- Saeed, S., & Amjad, A. (2013). Understanding usability issues of Pakistani university websites. *Life Science Journal*, 10(6s), 479-482.
- Saita, G. (2021, August 6). The big problem with small business website. Retrieved September 19, 2021 from <https://pixolabo.com/big-problem-small-business-websites/>
- Sajjanar, G., & Pasha, A. (2014). A critical study: Secure gateway in payment system for electronic transaction. *International Journal of Science and Research*, 3(3), 237-243.
- Schneider, J., Foroushani, P. S., Grime, P., & Thornicroft, G. (2014). Acceptability of online self-help to people with depression: Users' views of MoodGYM versus informational websites. *Journal of Medical Internet Research*, 16(3), e90.
- Sharma, G., & Lijuan, W. (2015). The effects of online service quality of e-commerce websites on user satisfaction. *The Electronic Library*, 33(3), 468-485.
- Stockdale, R., & Borovicka, M. (2007). Developing a model for supporting quality in restaurant websites: A pilot study. *Journal of Foodservice Business Research*, 10(1), 51-76.
- Subramaniam, H., Abdullah, R., Zin, N. H. M., & Almasi, M. M. (2013). Quality evaluation of Malaysia online fast food restaurant websites. *World Academy of Science, Engineering and Technology*, 74(2013), 409-413.
- The SEO Chefs. (2014). 6 common restaurant website problems. Retrieved September 20, 2021 from <http://theseochefs.com/5-common-restaurant-website-problems/>
- Vila, N., & Kuster, I. (2011). Consumer feelings and behaviours towards well designed websites. *Information & Management*, 48(4-5), 166-177.
- Vila, T. D., González, E. A., Vila, N. A., & Brea, J. A. F. (2021). Indicators of website features in the user experience of e-tourism search and metasearch engines. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(1), 18-36.
- Volkom, M. V., Stapley, J. C., & Amatur, V. (2014). Revisiting the digital divide: Generational differences in technology use in everyday life. *North American Journal of Psychology*, 16(3).
- Wangpipatwong, S., Chutimaskul, W., & Papasratorn, B. (2005, November). Factors influencing the adoption of Thai eGovernment websites: Information quality and system quality approach. In *Proceedings of the Fourth International Conference on eBusiness* (pp. 19-20).
- Zhang, P., Small, R. V., von Dran, G. M., & Barcellos, S. (1999, January). Websites that satisfy users: A theoretical framework for web user interface design and evaluation. In *Proceedings of the 32<sup>nd</sup> Annual Hawaii International Conference on System Sciences. 1999. HICSS-32. Abstracts and CD-ROM of Full Papers* (pp. 8-pp). IEEE.