TOWARDS THE CONCEPTUALIZATION OF AN ETHNIC WEB SITE A LITERATURE REVIEW

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ABSTRACT

The factors of atmosphere of the Web site such as colors, images, character of writing and the sound factors are considered as very important variables in behavior of the consumer whether it is in a real context or in a virtual environment. In this respect, this research suggests studying the role of these factors in the creation of the stereotypical links between the Web site and the country of origin of the company or the concerned brand. The data used in this research were collected through a magazine of literature. As for the objective of our search, it thus consists in putting forward the importance of the adaptation of the factors of atmosphere of the site with the country of origin of the brand to create an ethnic Web site allowing influencing the purchasing behavior of the customers and the booster the on-line sales.

Keywords: Ambiance Website, Country of Origin, Ethnicity Products, Ethnicity Website.

1. INTRODUCTION

The succession of the new technologies and the emergence of Internet as media as well as the proliferation of its use favored the development and the organization of the e-commerce. This new situation drove the economic players to rethink the modalities of the function of distribution and the forms of the communication with the customers. Indeed, the current experiments’ converge essentially on a customization of the offer and a revision of
the relation with the customer. Consequently, certain intermediaries seem, today, to have to
disappear while of new settle down.

There are in this context, many authors to have demonstrated the efficiency of Web
sites as potential catalysts of the on-line sales allowing companies an extension of their
market shares. Moreover, the turnovers of the on-line sale undergo from now on a strong
growth. Besides, the creation and the conceptualization of Web sites do not stop evolving,
and nowadays, the Internet users often resort to this informative support during their
processes of purchase. So, although the theoretical reflection on the study of the role played
by the atmosphere of the Web site in the impulse of the on-line sale is widely committed
since decade, paradoxically rare analyses dedicate themselves to the nature of the links which
can be established between atmospheric variables of the site and the country origin of the
company or the product.

In this profusion of questionings and observations, we have for objective, to
emphasize the potentialities and the constraints which open the introduction of an ethnic Web
site to companies. This way, the problem of this article is to wonder about the characteristics
of the variables of the atmosphere required for the smooth running of the ethnic Web sites as
well as the stakes found by the implementation of such sites.

To bring our own elements of answer to the problem above, we are beforehand going
to approach the notion of the ethnicity of products given that it establishes a starting point for
the conceptualization of an ethnic Web site. So, it is going to involve handling the variables
of the atmosphere of the Web site in a context of ethnicity characterized by the establishment
of stereotypical links between the aforementioned variables and the country of origin of the
product analogically to associations products-country (ethnicity of products), while showing
that these Web sites can take over in the development and the improvement of the
communication with the customers and, consequently, the increase of the fallen again of the
e-commerce in a context of digitalization of the transactions.

2. FROM THE ETHNICITY OF THE PRODUCT TO THE ETHNICITY OF THE
WEB SITE

The question of the ethnicity establishes one of the most prolific themes of the
historic, political and sociological literature of these last forty or fifty years. It is not
exhausted for all that and would deserve to be cautiously looked.

2.1. The ethnicity of the product

Certainly, certain products referent systematically in a particular country to which
they are typically connected, other products are associated with several countries as the case
of the automobiles which can be associated in Germany, Japan, the United States… Whereas
the majority of products are neutral so evoking no country [1]. It is in such a frame as joins
the concept of « the ethnicity of products » which finds its roots in the « links product-
country » developed by Roth and Romeo [2].

Most of the researches which approached the theme of ethnicity often were associated
with the nationality and with the nation, such a term goes back up his source in antique
Greece " Ethnos " to mean the nation or the peoples, and since then, this concept always
maintains this basic meaning [3]. Usually, the ethnicity was perceived in logic of location and
membership. Indeed, according to Wade [4], such a concept can define itself by his
association in a place so embodying the cultural difference. Therefore, the description of the
ethnicity in terms of native authenticity and cultural continuity often sends back to an analysis dominated by the notions of identity construction, multiplicity of the memberships and of indecision.

Within the framework of our search, at the risk of sinking us, we are not going to approach the concept of ethnicity as sociological category given that the various definitions proposed by the sociologists in this connection seem complex and difficult to identify seen their semantic and ideological foundation. However, we are going to concentrate on the processing of this concept by basing itself on a magazine of marketing literature.

In the marketing optics, it seems clear that stereotypes play a major role in the image of the country [5]. Indeed, associations between countries and products established often by the consumers make, among others, left their universe and form by basing itself on the true information which is afterward transformed of stereotypes [1]. On this basis, the Japanese consumers, for example, associate Germany and France in the long run history and with the tradition, Switzerland and Australia in the wealth of the nature and the United States in the progress of the industrial technologies (Nishina, 1990; quoted by Usunier and Cestre, [6]). In such a context, is situated "the ethnicity of products" which makes a reference to the stereotypical associations established by the consumers between a generic product and a particular country of origin [6]. These qualified associations of "links product-country" by Roth and Romeo [2] can go to both senses; it is then a question or of links product-country is of links country-product. Besides, such associations cannot be established in the same way by the consumers of various countries.

Leaving of this report, Usunier [1] defines the ethnicity as being the set "of stereotypical links established by the consumers between country and produced and based on the perception that a country has a know-how and a reputation established for a particular generic product". He adds in this connection that the ethnicity "as strong association made between a country and a product" can be also considered as being "a form of typicality" which can result from diverse sources: of a place adapted by natural resources (called by the economists factorial subsidies), of a knowledge traditional which was developed in the manufacturing of this product as far as it is the country of origin of the invention and the country of development of the product (such is the example of the scooter appeared in the United States but developed in Italy), or still of an exclusive association established with a very typical brand of the country in question etc.

By way of synthesis, we can admit that the ethnicity of products can be generally considered as being « A strong association established by the consumer between a particular country and a generic product what makes that such a country is recognized typically by this product and mutually » [7].

2.2. The diverse forms of the ethnicity of products

By referring to the studies led by Usunier in various countries and the objective of which was to measure the representations of the couples countries-products and products-country, it seems that there are several forms of ethnicity of products. For that purpose, by focusing on the study of the management, the intensity and the exclusivity of the character of the various associations which can exist between countries and products, Usunier [1] distinguishes three types of ethnicity of products to know the simple ethnicity, the strong ethnicity and the global ethnicity, which he suggests were awarding them the following formal definitions:
2.2.1. Simple Ethnicity

This shape of ethnicity translates a simple association established by the consumers between country and product. In this case, the process of categorization can go to both senses that are a country can evoke a product and mutually a product can evoke in his turn a country. So it will be about ethnicity simple country-product or of ethnicity simple product-country.

2.2.2. Strong Ethnicity

The strength of the ethnicity of products sends back, among others, to an exclusive association product-country. In other words, the ethnicity is said to be strong when associations (in both senses) have a high degree of exclusivity. So, it seems obvious that the consumers of diverse country cannot make necessarily associations’ country-product similar. However, Usunier [1] claims that by combining the simple ethnicities in diverse national contexts, it would be possible to have a link established by the consumers in an international context so ending in a strong ethnicity.

2.2.3. Global Ethnicity

This shape of ethnicity relates to the clearly ethnic products for which an association country-product strong and one-to-one emerges. It is about a country which evokes exclusively a product and the latter evokes in his turn this country; even if it is not exclusively, a country evokes a product strongly and vice versa the latter evoke in a particular way this country is compared to the other countries.

3. THE COUNTRY OF ORIGIN: A VECTOR OF IDENTITY OF THE ETHNIC WEB SITE

3.1. The Country of origin effect

The globalization of markets and the proliferation of products and brands amplified considerably the meaning of the nationality of the product. In this context, it should be reminded that the indication of the origin of the product takes on a big importance of the fact that she can influence the cognitive process of the consumer, and it by acting of two manners either as Halo as builds of summary or builds on synthetic [8]. Indeed, when the consumer is not in familiarity with a product, it forms inferences relative to the quality of the product based on the images and the stereotypes (positive or negative) which it has on the country of origin of the product in question. From then on, in the face of a lack of information, the consumer will be more motivated to use the indication of the nationality of the product or the label "made-in" to deduce the quality of the estimated product. On the other hand, when the consumer has a certain familiarity with the product, he uses the information of the origin of the product as a constructed of summary, so acting as a criterion of global evaluation [9]; [10].

In search of a developing image to the company, the managers will have to grant more importance for the conception of their Web sites. To do it, the most requested track remains that to lean on the positive elements of the image of the country of origin, either to choose to exceed this subdivision of the borders to set up an international informative support. The literature having for object the effect of the country of origin is particularly plentiful and knows at present certain interest. The notion of country of origin can be so classified in three groups to know the effect made in, the effect home-made, the world made effect [11]. The made-in effect consists in putting forward the country from which ensues the product, the
brand or the company. It is about a concept which was abundantly studied in the literature on the country of origin. The implementation of an ethnic Web site supposes for the company, to supply for the Internet user a particularly favorable image of the country in the concerned business sector, a cross-cultural validity of this image, and naturally congruence with the reality of the company [11]. This way, Web sites attached ethnically in their country of origin have to incorporate the specificities of these countries so facilitating their gratitude by the Internet users. Such is the case of France enjoying a good image in the sectors of the luxury, the fashion, the gastronomy; the specialists of these sectors should rather promote their origin as factor of differentiation. Let us quote the example of the site "www.vins-france.com" which illustrates this trend from the homepage, where the graphics of the letter "A" of the word "France" is replaced by one of the most characteristic specific symbols of France for a foreigner to know the Eiffel Tower [11].

Concerning the effect home-made, he tries to lock the product, the brand or the company in a local image, following the example of McDonald's Web site. So, the company wishing to appear as local should rather practice this effect and being it is rightly by being present in the country such is the case of a subsidiary, or by wanting to mask specially its origins to facilitate its adaptation.

As for the world made effect, he consists in erasing the country of origin of the company by shading off the narrow cultural and geographical borders of a country. In this case, the company plays on the public-spirited effect of the world. It is well and truly the example of the site "www.pepsi.com". The effect world made succession of a strategy of geocentrism which seems to be in adequacy with the current situation of globalization. However, companies have to become aware of the necessity of conceiving a specific international site and not of resorting simply to a generalization of the national Web site. Such is the case of the site "www.nestle.com" which is drafted in English and not in one of the four official languages of Switzerland [11]. Besides, the managers have to watch that these ethnic Web sites are interactive and dynamic to be able to transform the traditional monological communication into a dialogical and interactive communication between the company and the consumer. The creation of such sites allows giving to the consumer information updated permanently.

3.2. The atmosphere of a Web site

Always in the analysis of the variables of a Web site, he adorned us relevant to call back that the atmospheric variables of a place of sale are responsible for its behavior [12]. The researches for Ramadhan [13] suggest that the classification of web sites and their use answers criteria of practices and graphics whether it is on the visual, cognitive or statistical plan. Besides, the experiment of Chen et al. [14] on the use of web sites by the analysis of Polices / Standards / main lines (PSGs) clarifies that these variables are major as for the acceptability of the site by the virtual communities and the display of their design. Indeed, the atmosphere also adorned another element to be compared with the variables of a real place. According to Lemoine [15], the factors of atmosphere include the following elements: colors, illustrations (images), characteristics of the writing and the sound factors. Besides, Web sites have to allow the Internet users to go to the discovery, to the meeting of a foreign culture, and to adhere to it. In this sense, the image of the country must be positive and developing, and the congruence between the image of the company, the image of its products and the image of the country must be strong [11]. Indeed, independently of the end of the Web site, a strong adaptation to the specific codes of the country is necessary, following the example of the
adoption of the language and the dialects relative to the country of origin of the product or the company as well as the use of the codes colors, semantic and pictographic visual representations, images, signs, stars... which will allow to strengthen the influence of the ethnic Web sites and to increase their efficiency.

3.2.1. Colors

By their variety, tone and degree of intensity, colors get sensations of comfort or faintness during the visits of a Web site. The researches for Gorn et al. [16] assert that there are real significant relations between color of sites and past time of navigation. According to the same source, the degree of relaxation to a page depends on some tint (according to a psychological logic for meaning of colors), value (mixture of colors) and some chromium (pigmentation and luminosity). With the association in the speed of the download, the Internet user expresses his comfort and builds his perception. Lemoine [15] asserts that « the attendance (or not) of a retail website also seems to give some explanation by colors ». His experiments led to understand that a site « tempt to be visited » thanks to the existence of colors. In the opposite case (absence of colors), it is abandoned. In other words, a site without colors « arouse some boredom », it is described as "monotonous", "boring" and without interests. In the same prospect, Pelet [17] developed a model S-O-R (Stimuli, Body, Answer) applicable to the virtual domain and which ensues from the model traditionally introduced by Merhabian and Roussel [18]. He was able to demonstrate that the components of the color of a Web site (tint, luminosity and saturation) have a positive impact on the memorization of the Internet user and its intention of purchase.

In complementarity with the color variable, the atmosphere of a Web site is characterized by the presence of images, photos and illustrations which generate affective reactions at the Internet users. Indeed, the clear colors give impression of serenity, opening and space [19]. The explanations carried by Lindgaard [20] assert that colors play a major role in the first impressions that carries an Internet user a Web site. According to the same source, the first visual information will be handled by the neurological cells which end in a favorable or unfavorable reaction to a page. It is also proved by the realized experiments which reveal the good result in front of sites with colors of blue / yellow bottom. In another context, the searches for Lindgaard [20] send back to us to think on the importance of the factors of atmosphere in the globalization that we live. Indeed, a company will manage to sell all over the world successfully if it adapts all the constitutional factors of its Web site. Among these factors represents the color and its preferences. There are all around the world preferences of colors in connotations with cultural residues or old thoughts. As an example, and according to Donavan [21], the white color is sign of enjoyment and serenity in Western Europe, in china it is a symbol of mourning. The red being their color of enjoyment and to carry even by the brides. Traditionally considered as simple variable of decoration, the color presents rules to be respected in the design of a web page. Besides, Tucker et al. [22] inform us that it has to exist certain coherence between the various constituent elements of a web page, among which thorough colors and colors of the characters. The thorough color must be united, differentiated clearly with the colors of police. Furthermore, the colors of the links have to be also differentiable, highlighted or underlined.

For the ethnic Web sites, being in narrow association with their country of origin, the color can constitute an essential tool of differentiation as far as she can play an important identity role. Indeed, the ethnic Web sites must be conceived so as to reflect easily their identity through, for example, indicative particular colors of the country as those constituting
the flag of the country of origin of the concerned product. In this respect, the emphasis of the symbolism of colors on the ethnic Web site seems to be an excellent way to reach the knowledge of the heritage of the country and to promote the products which ensue from it. With this, it turns out essential to consider these symbols as a means of communication with the Internet users.

So, by referring like Coca Cola, we can notice that the red color appropriate to this brand finds itself practically on most of the national sites. However, colors used for the African sites are clearly different. This is the way the red color, the symbol of the blood and the revolt of the oppressed peoples, was replaced by a color range closer to the spirit and the African methods of collection (going of yellow symbol of the sun and the fire, in the green symbol of the vegetation, via the chestnut symbol of the attachment on the ground and on the nourishing earth). Sites reveal a photo portrait of a typical inhabitant of the country concerned to put forward the peculiarity of the country [11]. Indeed, the use, on the site, of colors typical, significant and associated ethnically with the country of origin of the product will allow increasing the seaworthiness of the Internet users on these sites and consequently will facilitate their memorization.

3.2.2. The images, the illustrations and the photos

The availability of images, illustrations on a Web site is one of the founding elements of information. We have already quoted that the design of a Web site presents a variable relative to the ease of search for information. The images, the photos bring information on the described product. As such, Limayem and Rowe [23] stipulate that the availability of photos on a product in a Web site represents among the conditions facilitators of decision-making of purchase. Indeed, Bergeron [24] stipulates that to join photos to an announcement on the Internet face among the causes of loyalty of the Internet users in a Web site. Furthermore, the work of Lemoine [25] allowed classifying the presence of illustration on a Web site among three variables the most quoted by the Internet users as environmental variable appreciated during a visit on a Web site. On the other hand, according to Cleveland [26], the access more and more important for the sites of the social networks (as Facebook, Twitter, Myface) incite the Internet users to realize the importance of the images joined to their electronic profiles. Indeed, the real success of these individuals to get the feelings of enjoy and acceptability of other one comes when a photo to their interlocutors is joined. In addition, the sharing of file, sounds, music’s discussion and even images is accessible by very simple gestures. According to Pullman [27], the tourist sector lends this shape of information to attract Internet users' largest number and make them live a virtual experience. Indeed, large hotels, sea resorts and centers of SPA resort to the insertion of photos of their universes on their web sites to create traffic there and end in the decision of purchase. Photo galleries found on these sites serve as tool of information, an important documentation which helps the Internet user to study the offers. Moreover, according to Koreto [28], in certain web sites, we find the photos of the staff of a company, his leader, a set of its departments. It is an action which will allow creating a reliable atmosphere enter Internet user-company within the framework of C to B. Furthermore, the evolution of the technology characterized by the transfer of techniques used for the promotion of products via the clear sends back to the use of all kinds of variables of ICTS. Going of simple photos, images in 3D in videos of presentations, the searches for Huang et al. [29] stipulate that the multimedia tools are classified in the second place in the techniques of promotions used by Web sites. Their use is not only recorded in the promotion of products / services but also in the navigation menus of Web sites and interactions of the
users. Besides, the variation of communications targets on web sites makes of this media a communicational strength universal. Indeed, the child seems to be the target the most affected by photos on the Internet. Austin and Reed [30] stipulate in its searches that several web sites use an easy to understand language by the children. So, to facilitate them the understanding and the seaworthiness on the net, the webmasters of these sites resort to the explanatory photos of the various links.

In this respect, the ethnic Web sites have to use images, photos and significant illustrations of the country of origin of the product or the brand to confer the fame of the company in general. It is a question of supporting the Web site by a graphic system allowing identifying the country of origin of the product for the Internet users who will use it as an informative source during the evaluation of the product.

It is the case for example of the site "www.vins-france.com" which, from its homepage, we perceive the graphics of the letter "A" of the word "France" replaced by one of the most characteristic symbols of France for a foreigner to know the Eiffel Tower [11]. The adoption of such a symbolic reference will inform the Internet users as for the origin of the product or the company from the first consultation of the Web site.

Also, the site "www.decathloncycle.com", as French site, uses images of cycles of road presented in a French environment and by a French champion. This way, the availability of such images and illustrations, as informative sources, on Web sites will allow contextualizing the latter in their country of origin.

3.2.3. The characteristics of the writing

Other variable affecting the behavior of the consumer on a Web site it is the character of the writing. A clear, well presented text and with a beautiful writing draws the attention of the Internet user and consequently extends its seaworthiness on the site. According to Chang and Chen [31], a certain technical adequacy between the variables of the atmosphere of a Web site and the functional variables of the latter returns its character of efficiency and acceptability to the Internet user. In this homogeneity, it is relevant to find a police of clear and attractive writing. Furthermore, according to Fletcher [32], the choice of the characters of writing in a Web site must be minutely made because he can entrain confusions with the ethnic groups living in a targeted region, and the contents can be implicitly analyzed. Moreover, certain techniques of writing established inside the site are used to protect the data of the copying and the modifications. Among these techniques and according to Gutub et al. [33], we can quote « the electronic marking » which is likened to the hidden and not modifiable binary data on the site. To turn also to users' slice of the net so specific, as the elderly, the retired women, the partially-sighted persons and others, the searches for Russel-Minda et al. [34] propose the choice and the creation of big character, while considering the spacing between letters. The choice of the clearest characters will be made between Arial, Helvetica, Verdana and Adsans who seem more legible with regard to the Times New Roman. In other words, the perception of a web page will be widely shaped by the used character of the writing.

3.2.4. The sound factors

A variable similar to that analyzed in the real physical environment of point of sale it is the sound factor or the existence of background music. The added value of the accompanying music on a Web site, is the fact that the Internet user manages to check himself the existence or the absence of this variable. It is the variable which adorned
municipality between atmosphere of real points of sale and atmosphere of Web site. Lemoine [25] and Kim et al. [35] suggest that the addition of a musical thorough element on a web site can evoke positive feelings. And according to Al Badi and Naviq [36], it is an element which adds a specific "look" to the site and makes it memory. In the same line, the sound factors of the Web site can be adapted with the musical color of the country of origin of the product, the mark or the company with the aim of identifying the site for the Internet users and of facilitating them his memorization. Indeed, the use of specific background music in the country of origin of the product, will allow facilitating the familiarization of the Internet users with the site through the emotional charges which is going to spread.

3.2.5. The social factors of the ethnic Web site

The intangibility of on-line services sends back to the modification of certain variables in virtual mode. To do it, the webmasters introduced the social factor into Web sites through the virtual agents. According to Lemoine and Notebaert [37], it is a question of a kind of audience on the net which replaces the work of a seller in the points of real sale. According to the same source, this audience managed « to improve the satisfaction, the confidence to the sign, to establish a social link and to increase the power of retention of Web sites ». In this context, the ethnic Web sites can integrate certain social variables just like the virtual agents based on the use of the images, the sounds and the colors appropriate to the country of origin of the product. In this respect, the virtual agent will fill the role of the ambassador of a country. In the same context, Lemoine and Notebaert [37] confirm that these agents are capable of influencing the confidence of the Internet user to the visited Web site and consequently to the brand.

4. TOWARDS THE PERSONIFICATION OF THE ETHNIC WEB SITE

In the face of an outfit of products with strong rhythm of multiplication, the consumers are in search of relevant information which, once combined, help them to make a rational choice. However, the correspondence of this ideal choice with the processes of real choices seems to be limited under the disruptive effect of certain factors. Indeed, at present, the process of decision-making cannot succeed in rational choice and it because of the lack of time assigned to the collection of relevant information and the uncertainty associated with the quality of the information, the availability of the data and with the reliability of treatment of these data [1]. This way, the consumers can resort to the Web sites of the brands as informative supports facilitating them the process of decision. The introduction of the intelligent Web sites which will get the attention of the Internet users represents, today, the essential concern of most of the companies with the aim of establishing a good relation with the customers and consequently booster their market shares. So, the conception and the evaluation of these Web sites represent essential activities allowing to assure coherent architecture and rich informative contents, what will enrich their influence. To estimate the Web site is an essential measure for its success. She can be made in diverse purposes and on the basis of varied criteria. Generally, the simplest type of evaluation of Web sites consists in opting for a brief description of these sites by assigning them a grade by experts or specialists. This will allow classifying Web sites in terms of design and relevance. The mentioned mark is often represented by a number of stars, colors, arrows, or other symbols [38]. The evaluation allows extracting information on the personality and the emotion reflected by the textual and/or colorimetric contents (of the images) of web pages. In this
regard, Sam Madden, the old student of the University of California in Berkeley, had proposed in 1999, an assessor of Web sites [38].

In this respect, and although multiple terms were used by the researchers in the description of personality's same line, the great majority agrees on the relevance of the following five categories: open-mindedness, Accuracy, Extroversion, pleasant Character, mental Stability. These categories train the taxonomic model to which one the specialists grant collectively the naming "Big Five Factors" or "OCEAN" [38].

So, through the evaluation of the personality of a Web site, it would be possible to plan the sensory reactions and the opinion which will have the Internet user of the site.

5. CONCLUSION AND PERSPECTIVES

During this last decade, the searches on the characteristics of Web sites and their roles to attract the consumers and to transform them into cyber-consumers, multiplied. Indeed, a particular interest was lent to the variables of atmosphere of the Web site (colors, sounds, and images, character of writing and social factors) as catalyst of the e-commerce. Such variables will establish the cornerstone of the implementation of the ethnic Web sites. In this frame, the present study was interested in the role played by the ethnic Web sites in the development of the e-commerce significantly. More generally, this search lifts questioning as for the nature of the key factors of success required for the establishment of the stereotypical links between the Web site and the country of origin (ethnicity of Web sites).

So, in the stemming from this work and by referring to the various searches developed by Usunier [1] that have ends in the classification of the ethnicity of products in three forms, it is possible to proceed to a similar classification for the ethnic Web sites. Consequently, we can distinguish three types of ethnicity of Web sites just like for products, worth knowing the simple ethnicity, the strong ethnicity and the global ethnicity.

As regards the simple ethnicity, it will translate a simple association established by the Internet users between country and Web site of the product of the brand or the company. The process of categorization for this shape of ethnicity can go to both directions, as far as a country can evoke a well determined Web site and mutually. As for the strong ethnicity, she normally has to send back to an exclusive association between the Web site and the country. In other words, the ethnicity is said strong when associations (in both directions) have a high degree of exclusivity. However, it seems obvious that the Internet users of diverse country cannot necessarily make associations Web country-sites similar. In this respect, the combination of simple ethnicities in diverse national contexts, will allow to have a link established by the Internet users in an international context so ending in the implementation of a Web site with strong ethnicity. For the global ethnicity, she relates to the clearly ethnic Web sites for which an association site Web-product strong and one-to-one emerges. It is about a country which evokes exclusively a Web site and the latter evokes in his/her turn this country; even if it is not exclusively, a country evokes a Web site strongly and vice versa the latter evoke in a particular way this country with regard to the other countries.

Finally, it seems convenient, within the framework of the later researches about « the electronic ethnicity » to study the quality received from ethnic Web sites while working on the image of such sites because associations sites Web-country are largely fed by the images which have the Internet users on the countries of the concerned products. This way, the searches for Nantel et al. [39] emphasized the interest which it is necessary to grant to the quality of the electronic services. It is about the « degree according to which a Web site
facilitates a shopping, a purchase and an effective and efficient delivery of products or services » [40]; [41].

Besides, it would be also sensible, in the next works, to proceed to the creation of a reliable instrument of measure of the ethnicity of Web sites.

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