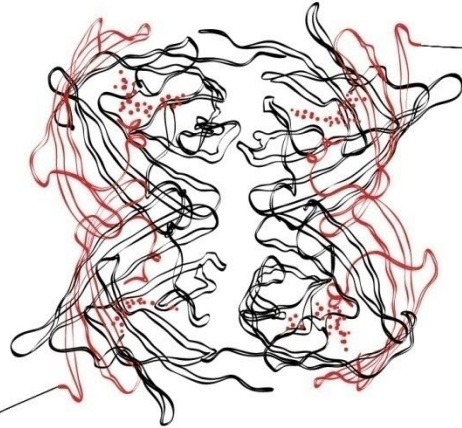
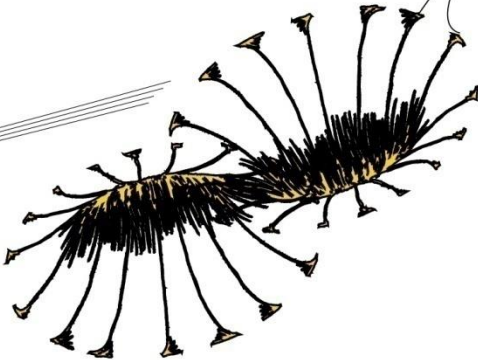



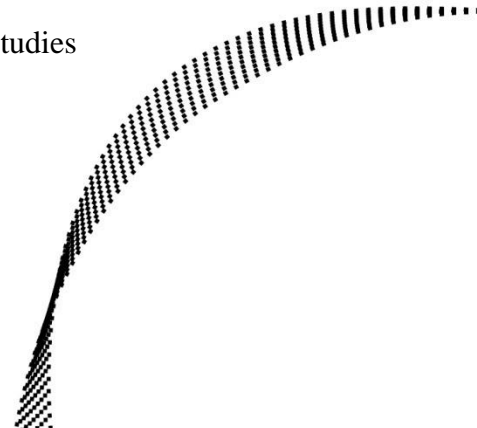


## MASTER THESIS – RESEARCH ARTICLE

Investigating the influence of website design and message clarity on consumers' response in the online complaint process



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**Study:** Master Communication Studies  
**Subject:** Master Thesis  
**Institution:** University of Twente



# **INVESTIGATING THE INFLUENCE OF WEBSITE DESIGN AND MESSAGE CLARITY ON CONSUMERS' RESPONSE IN THE ONLINE COMPLAINT PROCESS**

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**Study:** Master Communication Studies

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## **Abstract**

Every organisation should understand the importance of receiving consumer complaints as a form of feedback and to perform better as an organisation. In this study the effect of the online complaint process on an organisations' website is investigated. In doing so, 2 (website design: organised design vs. unorganised design) x 3 (call to action buttons: complaint center button vs. contact button vs. no button) x 2 (message clarity: concrete message vs. general message) experimental designs were conducted. Consumer responses such as trust in the organisation, loyalty and service expectations were also included.

During data gathering, participants were randomly assigned to one of the twelve scenarios. The results show a significant effect of website design on attractiveness and clarity of the website. Besides, findings stated that message clarity is extremely important in the online complaint process because several significant main effects have been found in this study on consumers' response, namely service satisfaction, service expectations, trust in the organisation and loyalty. Interestingly, an interaction effect of website design and message clarity on service satisfaction, trust in the organisation and loyalty was found. These results indicate that constructing a well-designed website to aid or assist user navigation is of crucial importance in the online complaint process.

**Keywords:** online complaining, website design, call to action buttons, message clarity

## 1. Introduction

The rise and wide spread of internet and the fast growing use of consumers' digital media led organisations occupied in different business sectors to think about the best possible and most beneficial way of communication with their consumers (Cheong & Morrison, 2008). Besides, internet has provided a way for consumers to communicate about their experiences to companies and to other consumers as well (Lee & Cude, 2012). An example of a medium where organisations can interact with consumers is on an organisations' website. A website is the most commonly used interactive marketing tool where organisations can promote their brands, products and services (Song & Zinkhan, 2008). Furthermore, an organisations' website can be used to create different types of contact moments with consumers. Examples of these contact moments are an application newsletters, submitting complaints and call me back applications.

Perhaps the most important contact moment is the possibility and procedure of submitting a complaint. This process should be well equipped on an organisations' website. Consumers with complaints can be very harmful for organisations, because complaining is a "face-threatening act" and can damage the relationship (Stommel & van der Houwen, 2014). Besides, research has shown an upward trend in doing online complaints (Beemster, 2015). Consumers who are not satisfied with a product, service brand or organisation, find in social media, blogs and forums appropriate platforms to diffuse their complaint. In this manner their complaint will be spread public and reach many other consumers which is called electronic word of mouth (Beemster, 2015; Ward & Ostrom, 2006).

Word of mouth is the informative communications about products, services, brands or organisations between consumers (Westbrook, 1987). Word of mouth is mostly the outcome of consumers' experiences with a product or service and is considered as very trustworthy, because consumers perceive this information as authentic and natural (Buttle, 1998; Silverman, 2001). As mentioned earlier, when word of mouth is made available to a multitude of people and institutions via the internet, than it can be defined as electronic word of mouth (Jansen & Zhang, 2009). Internet is an interactive medium which provides users an immediate and readily accessible way to publish their feelings, thoughts and viewpoints about products and services. Electronic word of mouth is mostly executed through social media or social networking platforms. It can be stated that electronic word of mouth spreads faster and

reaches a larger audience in comparison to face-to-face word of mouth (Ward & Ostrom, 2006; Podnar & Javerik, 2012). Thereby, online complaining is very accessible and simple because of the extremely low cost and the fact that the online world is accessible regardless of time and distance (Lee & Cude, 2012).

Previous research has shown that negative word of mouth has an important influence on consumers' attitudes and behaviour (e.g. Brown & Reingen, 1987; Park & Lee, 2009; Reichheld, 2003). The research of Podnar & Javerik (2012) focused on the effects of word of mouth on consumers' attitudes and purchase probability and showed that word of mouth indeed influence consumers' attitudes and purchase probability. Besides, their study revealed that negative word of mouth had a greater effect on consumers' attitudes and purchase probability than positive word of mouth, which was also shown in comparable studies (Park & Lee, 2009). Thus, for organisations it is important that complaints will be reported on their own website to be able to recover the complaint before the consumer will spread it public (Hong & Lee, 2005). In conclusion, complaints are a crucial part of the online conversation. It is therefore important for companies to have an overview of all the channels through which complaints come in and understand the people involved in these complaints (Beemster, 2015).

Expectations regarding complaint handling is an important factor for consumers when deciding whether or not to submit their complaint to the organisation. There are different ways of how an organisation can integrate their complaint intake and handling on their website. Complaints can be submitted on a website through an online complaint form. However, the process of submitting an online complaint is not the same for every business website. Furthermore, website design differs in clarity and explicitness. For example, how easily can consumers see on the homepage where they have to click to submit their complaint? The process and action to submit a complaint on an organisations' website should be very simple and should not involve too much effort for a consumer, otherwise they will give up and leave the website (Meher & Johnson, 2015).

The way an organisation deals with the resolution of a complaint is of crucial importance. A consumer with a complaint about a product and/or service of a particular brand may nonetheless be satisfied with the brand. The satisfaction of the consumer depends on the service and solution provided by the organisation. Therefore the way an organisation deals with receiving and processing complaints of their consumers is an important determinant of

their success (de Haan, 2015). Organisations strive to create intimate relationship with consumers, because intimate relationships will lead to brand loyalty (Bügel, Verhoef & Buunk, 2010). Building online relationships is a key to long term success of the brand according to Tom Smith (2009).

Previous research has shown that appropriate organisation response strategies to an online complaint, can contribute to regaining consumers' satisfaction and trust. In addition, it can protect or improve the reputation of an organisation (Kim, Wang, Moslowska & Malthouse, 2015; Lee & Song, 2010). Furthermore, research has been done with regard to the influence of website design on consumers' beliefs and behaviour. The research of Aladwani (2006) showed that technical quality of a website, such as ease of navigation and search facilities, has influence on consumers' purchasing behaviour both directly and indirectly through consumers' attitudes towards the website.

The objective of this study is to gain insights in various aspects of the online complaint process on an organisations' website. The research question of this study is: 'What is the influence of website design, call to action buttons and message clarity on consumers' response in the online complaint process?' These aspects are interesting for organisations, and in particular for website builders and the department for complaints handling, because they may have an influence on consumers' response. It can be stated that websites consist numerous facets. It is impossible to investigate the influence of all these facets within the time pattern planned for this study. For this reason, this study is limited to three factors which are important in the online complaint process.

First of all, a distinction is made between a website with an organised versus an unorganised design. Consumers who want to submit a complaint on an organisations' website, visit the website with a specific goal. It is therefore interesting to investigate whether an organised website leads to a positive response and if it provides more clarity for consumers where they can submit their complaint. The second variable which is investigated in this research is the effect of call to action buttons. Every organisation wants to achieve a high conversion on their website. Conversion is the point on which a website visitor performs a desired action such as buying a product or submitting a complaint. When all the conversion is included into one small space, it is called a call to action button. It can therefore be concluded that call to action buttons can be used to generate conversions. It is very interesting to investigate the influence

of call to action buttons in the online complaint process. This is because call to action buttons provide clarity where consumers have to navigate on the website, and secondly it may affect whether consumers decide to submit a complaint or not. For this reason the effects of explicit and implicit call to action buttons are investigated. At least a distinction is made between a concrete versus general message in the automated response. This automated response is given immediately following after a consumer has submitted his or her complaint. This response message can be used to confirm that the complaint is received well and to give clarification about the progress of the complaint handling. Interesting is the effect of a concrete message in the automated response compared to a non concrete message, thus a general message, on consumers' response.

Although a website offers various business opportunities for organisations, many organisations do not always provide the possibility for consumers to submit a complaint on their website. It is important to carefully deal with this type of contact moments. Therefore it is interesting how influential website design, call to action buttons and response framing are on consumers' response.

## **2. Literature review**

The main research question of this study is: ‘What is the influence of website design, call to action buttons and message clarity on consumers’ response in the online complaint process?’ Before this research question can be answered, it is necessary to define the important variables of this study. For this reason, the theoretical perspective and variables of the present study are introduced in this part of the article. First, the online complaint process is clarified. Second, the variables website design, call to action buttons and clarity in the message of the automated response are explained.

### **2.1 Online complaints process**

Earlier, before social networking sites existed, responses were expressed in one-to-one communication, which gave organisations control and power regarding recovery strategies (Hong & Lee, 2005). Nowadays, organisations must ensure that their complaints management is well embedded in their organisation, because it can bind consumers and can contribute to the organisations’ reputation (de Haan, 2015). Every organisation should understand the importance of receiving consumer complaints as a form of feedback and to perform better as an organisation. Consumers are able to see what the weaknesses of a product are or on which points the service is lacking. Nevertheless, many people do not like to give negative feedback (Hornikx, 2015). For this reason the process of submitting a complaint on an organisations’ website needs to be simple. It should not take too much time and effort for the consumer. Besides, every organisation has to make clear that they appreciate negative feedback and that a complaint is not seen as a threat but as an opportunity to perform better (Hornikx, 2015).

All forms of feedback (complaints, discontent in surveys, questions, comments and suggestions) are of great value in order to recover and strengthen consumer relationships (de Haan, 2015). Many organisations offer consumers a complaint form on their website which they can submit. This way of complaint intake ensures that organisations are informed and able to respond adequately to the complaining consumer (Hong & Lee, 2005). In this way, an organisation can avoid that consumers remain dissatisfied with the brand and will never purchase anything again.



Previous research has shown that appropriate organisation response strategies to online complaints can contribute to regaining consumers' satisfaction and trust. In addition, it can prevent that the organisations' reputation will be damaged and can even improve the organisations' reputation (Kim, Wang, Moslowska & Malthouse, 2015; Lee & Song, 2010). Online feedback mechanisms assist as an effective tool for organisations to rebuild their online reputation during crises situations (Kim, Wang, Moslowska & Malthouse, 2015). By providing a remedy for a cause of dissatisfaction and having an active policy for consumers' complaints, organisations can avoid the subsequent distribution of negative word of mouth communication and change the negative attitude into positive ones (Lee & Song, 2010; van Noort & Willemsen, 2011). The study of van Noort & Willemsen (2011) focused on the effect between proactive and reactive complaint handling. Their study revealed that consumers evaluate a brand more positively when an organisation gives an adequate and proactive response to negative word of mouth compared to no reaction or a reactive approach. Also an adequate response of the organisation shows that the issue is taken seriously, which will improve consumers brand evaluation (van Noort & Willemsen, 2011).

This research has investigated the influence between a concrete versus a general automated message in the consumer response process. Also, the influence of website design, in particular clarity of the website and call to action buttons, are included in this research. Website design and message response are examined to determine whether organisations can influence consumers response, such as perceptions and attitudes, before they receive a real 'human' response to their complaint. The independent variables of this research are further explained in the next sections.

## **2.2 Website design**

A website is important to a business' online strategy and represents what an organisation stands for and what they offer. Almost every business, whether B2C, B2B, non-profit, local or global needs an online presence to reach consumers in the online world (Meher & Johnson, 2015). A website is often the first interaction between a consumer and a particular organisation in the modernized commerce. Because online consumers tend to make decisions within the first few seconds, the first impression of the website determines a websites' success (Lowry, Wilson & Haig, 2014). A website can be assessed at various points whether it is a good website or not. Nowadays, every organisation who is active in the online world has to be aware of the potential of online atmospherics. For example website layout, colour and product

visualizations. These atmospherics and thus website design can impact consumer response (Rompay, de Vries & van Venrooij, 2010). Moreover, a poor website design can cause online retailers to face low purchase conversion rates (Hsieh, Lo, Hu & Chang, 2014).

Finn, Wang & Frank (2009) investigated the influence of website characteristics on online customer satisfaction and intention to recommend e-services. Their study showed that website appeal and clarity of where to click next on a website, had a significant effect on consumers' evaluations. Thereby, well-designed web pages and web features have influence on online decisions (Finn, Wang & Frank, 2009). The design of a website can be judged on various factors such as proper use of colour, animations, gadgets and media and layout (Meher & Johnson, 2015).

In the study of Kensicki (2003) was shown that websites with warm colours and photography were rated more reliable compared to websites without these aspects. Website builders know that visually appealing websites are essential to attract visitors and keep them on the website. Several studies have examined the relationship between website design and consumer behaviour (e.g., Dennis, Merrilees, Jayawardhena & Wright, 2009; Moss, Gunn, & Heller, 2006). Dennis et al. (2009) showed the influence of web atmospherics on online behaviour. The term web atmospherics can be described as the web design aspects that constitute the primary drivers of online behaviour (Dennis, Merrilees, Jayawardhena & Wright, 2009).

The researcher Aladwani (2006) introduced a model that showed four dimensions of a website which influence consumers' attitudes and purchase intention, namely technical quality, appearance quality, general content quality and specific content quality.

The technical dimension includes website features like ease of navigation, search facilities, security, site availability, valid links, speed of page loading and ease of access. The appearance entails characteristics such as colours, proper use of multimedia and attractiveness. The third dimension, general content, refers to characteristics as completeness, clarity, currency, content usefulness and accuracy. The final dimension is the specific content, which includes characteristics like general information regarding the organisation, product/service details, customer support and contact information. His research is collected through a field study and revealed that technical quality of websites influence consumers' purchasing behaviour both directly and indirectly through consumers' attitudes towards the website. Moreover, appearance quality and specific content quality have more influence on consumers' website attitudes than general content and technical quality do.

It is stated that internet users look very shortly on a website. To be more specific, they make a quick scan of the general information on a website. Many research has been done on eye tracking visualisations of a website. For example the research of Nielson (2006) who indicated that a web text is usually read in an F-shaped pattern: two horizontal stripes followed by a vertical stripe (Nielson Norman Group, 2006). Research also shows that consumers mostly focus on navigation elements, the F's top bar (Marketingportaal, 2016). Possibly the most important factor to keep consumers on a website is to have a good and clear navigation system. If visitors cannot find what they want, they will give up and leave the website (Meher & Johnson, 2015).

A website contains a lot of information such as commerce offerings, contact information, frequently asked questions etc. The information is useful for consumers to obtain information on products and services and become more familiar with the organisation (Hsieh, Lo, Hu & Chang, 2014). Designing a website with understandable and distinct information is crucial to attract and motivate internet users, because it gives them a clear impression of the website. Moreover, a successful website should provide extensive information in understandable format and should contain well-designed navigation structure. It can be therefore concluded that website information is an important factor for consumers to assess website lay-out and website quality. According to Hsieh, Lo, Hu & Chang (2014) a website with inviting, understandable and distinct information is crucial to attract and motivate consumers on the internet.

Although a website can organise and display a great amount and a wide variety of information, consumers need ways to reduce the large amount of information to their interests (Hsieh, Lo, Hu & Chang, 2014). Website builders must understand the importance of reducing information on the website, so that it should remain orderly for internet users and that they can easily click on the information they want. Overwhelming consumers with too much information can damage website clarity. In this research the unorganised website design contains sidebars with additional (unnecessary) information and has no streamlined display of the product images to investigate the influence of an organised versus unorganised website design.

In this research, various aspects in the online complaint process on an organisations' website are examined. These aspects are interesting for website builders and the department for complaints handling and may have an influence on consumers' responses. The first aspect which is investigated, is the design of a website. Design refers to the organisation and logical representation of information (Cyr, 2013). So what is the influence of the functionality to easily navigate on a website? In other words, how much effort does it take for a consumer to find the right web page? Is the website organised and simple to navigate for a consumer or should a consumer do much effort to find the right page? For example, where a complaint can be submitted. Based on the theory, the following hypothesis has been constructed:

*H1: An organised website design has a positive influence on consumers' response compared to an unorganised website design.*

### **2.3 Call to action buttons**

Website builders can use call to action buttons on a website to create a clear navigation for internet users. The buttons are usually on a prominent place on a webpage, so visitors can easily see where to take the next step (Meher & Johnson, 2015). These call to action buttons are used to persuade a specific action, such as ordering the product, calling a phone number or to download a whitepaper. In conclusion, a good and clear navigation system on a website is an important factor, not only because it provides online consumers clarity of what they will see when they click on the button, but also to keep consumers on a website (Finn, Wang & Frank, 2009; Meher & Johnson, 2015).

Finn, Wang & Frank (2009) emphasised that the appeal of a website and clarity of where to click next of a website, had a significant effect on consumers' evaluation. They developed and tested a model that relates actionable website characteristics, such as speed and ease of finding things on the website, to online consumer satisfaction and intention to recommend e-services. Their results supported that consumers' evaluation and satisfaction of a website has a positive effect on intention to recommend. Another interesting finding is from the research of Coyle, Medelson and Kim (2008). Their results indicated that explicit location cues lead to seeing more of a website compared to general navigation commands. Website builders have to emphasise the importance of intuitive and predictable navigation on a website. In short, an effective call to action provides clarity and transparency for consumers and drives them to take a desired action.

In this research the influence of explicit versus implicit call to action buttons in the process of complaint intake on an organisations' website are investigated. So can consumers easily see where they have to click on to submit a complaint or do they have to search extensively to come to the right webpage. It is expected that explicit call to action buttons have a positive influence on consumers' response, because they represent a clear navigation where online consumer can submit their complaint. Therefore, the following hypothesis is offered:

***H2:** An explicit call to action button has more positive influence on consumers' response in the process of complaint intake on an organisations' website than an implicit call to action button.*

It is expected that website design, with regard to an organised versus unorganised website, and call to action buttons will have an interaction effect on consumers' response. To be more specific, it is expected that when a website is organised and the call to action buttons is explicit, the response of consumers will be more positive. And the positive relationship between website design and call to action buttons will decrease when a website is unorganised and call to action buttons are implicit.

## **2.4 Message clarity**

Complaining online involves lower psychological costs for consumers and offers the promise of a more immediate response than offline complaining (Lee & Cude, 2012). A timely and adequate reaction to online complaints can resolve the issue with the complainant and increase consumer satisfaction. Not responding to complaints is harmful to an organisation. A quick and correct handling of the complaint shows good manners and will improve the brand image. By listening to the consumer and offering a proper solution, organisations can avoid further damage for the brand (Marketingmed, 2014).

Before an organisation can respond substantively on a complaint, they can use an automated response which is part of online feedback mechanisms. Online feedback mechanisms can be integrated on a website which enhance consumer trust and satisfaction (Lee & Cude, 2012). Organisations must always strive to satisfy consumers, because satisfaction is seen as an important determinant of loyalty (Finn, Wang & Frank, 2009). Satisfied consumers can recommend an organisation to their families, friends and colleagues. In this way they create a viral effect which is extremely important for organisations (Finn, Wang & Frank, 2009).

Previous research has namely shown that positive word of mouth communication has a positive influence on consumers' attitudes and purchase probability (e.g. Podnar, Javernik, 2012).

The study of van Noort & Willemsen (2011) focused on the effects of webcare in response to negative word of mouth communication. Their study made a distinction between proactive and reactive complaint handling. Results revealed that consumers evaluate a brand more positively when an organisation gives an adequate and proactive response to a complaint compared to no reaction or a reactive approach. Thereby, an adequate response of the organisation shows that the issue is taken seriously by them which will improve consumers brand evaluation (van Noort & Willemsen, 2011).

The third aspect that is investigated in this research is the influence of clarity in the message of the automated response. The automated response is the standardised message after a consumer has sent their complaint. A distinction is made between a situation where the message of the automated response is concrete, so for example in the message is stated when the consumer receives a response and contact information of the organisation, and a situation where the message is not concrete, also defined as general. By the general message no indications are given when the complaint will be treated. It is expected that a concrete message has a positive influence on consumers' response such as satisfaction and expectations regarding the continuation of the service treatment. Based on these results the following hypothesis is suggested:

***H3:** A concrete message of the automated response immediately following after a consumers' complaint has a positive influence on consumers' response compared to a general message.*

Studies about the interaction effect of website design, call to action buttons and message clarity are limited. Therefore, the impact of website design with call to action buttons and/or message clarity will be explored. It is expected that message clarity and website design will have an interaction effect on consumers' response. Besides, the interaction effect between message clarity and call to action buttons will also be investigated in this research. It is, for example, expected that when a website is organised and the message is concrete, the more positive consumers' response will be.

### **3. Method**

To investigate what the influence of website design, call to action buttons and message clarity is on consumers' response, an appropriate research methodology was needed. This section explains the pre-tests that have been done and how the research of the main study was conducted. Besides, the design of the study, participants, procedure, and measures are described.

#### **3.1 Pre-studies**

In order to ensure the effectiveness of the manipulation, two pre-studies have been done. In pre-test one, five different websites of various organisations who sell phone products online are pre-tested on clarity. This particular product was selected because it is very commonly used regardless of someone's knowledge level or product involvement. In the second pre-test the influence of website design and call to action buttons are tested. Also two different automated messages were constructed; one message which is concrete and one message which is general. The influence of these messages on consumers' response such as confidence and expectations are also tested in the second pre-test.

##### **3.1.1 Pre-test 1**

For pre-test one, fifteen respondents have judged five different websites of various organisations who sell phone products online on clarity aspects. Respondents were faced with different websites and had to give answers based on their opinion of the website on a seven-point Likert scale. Five different statements are used to investigate the influence of website design on consumers' judgement about the clarity of the website. Examples of statements to determine the clarity are 'I find this website organised' and 'I find this website messy' (see appendix A for more details). Cronbach's alpha ( $\alpha$ ) for the five items is 0.89. Respondents judged website 1 as most unorganised ( $M = 2.95$ ,  $SD = 0.81$ ) and website 2 as most organised ( $M = 5.00$ ,  $SD = 0.75$ ). An independent-samples t-test revealed that there is statistical evidence that website 1 is seen as more unorganised compared to website 2,  $t = -7.24$ ,  $p < 0.001$ .

##### **3.1.2 Pre-test 2**

For the second pre-test three independent variables, website design, call to action buttons and message clarity of the automated response are examined. First of all the most and less

unorganised website, which were indicated in pre-test 1, are analysed. The most organised website design is edited in Photoshop to make it unorganised by adding sidebars with additional (unnecessary) information and no streamlined display of the product images. This method ensures that the look is almost identical between the different conditions, for example colour use and photographs on the website. Furthermore, this method also ensures that any differences in outcomes can be ascribed to clarity of the website and not on other factors. Additionally, to test the influence of call to action buttons, call to action buttons have been added at the top on the right side of the page in a striking colour. In the second pre-test ten participants were asked to rate, again using seven-point scales, five different website designs on clarity. Statements like ‘I find this website organised’, ‘On this website it is simple to see where I can submit my complaint’ and ‘This website contains too much information for me’ were given. In the second pre-test, only three of the five clarity statements of the first pre-test are used. This is because it can be assumed that these three statements are sufficient for a reliable result. Pre-test one was done in order to investigate which website is considered as organised and unorganised, while the purpose of the second pre-test was to verify whether the manipulations for the main study were successful. Also two different automated messages were constructed; one message which is concrete and one message which is general. The influence of these messages on consumers’ confidence and expectations were also pre-tested (see appendix B for more details).

### *Website design*

An independent-samples t-test was used to verify whether the manipulation of the website design was successful. To be more specific, it was tested if a website with organised design was indeed perceived as more orderly compared to an unorganised website design. There is statistical evidence that the organised website (see figure 1) is assessed as more orderly and less busy ( $M = 4.90$ ,  $SD = 1.02$ ) than the unorganised website (see figure 2) ( $M = 2.95$ ,  $SD = 0.64$ )  $t = 5.11$ ,  $p < 0.001$ . Besides, the organised website is perceived as more appealing ( $M = 5.00$ ,  $SD = 1.16$ ) than the unorganised website ( $M = 4.20$ ,  $SD = 1.03$ ).



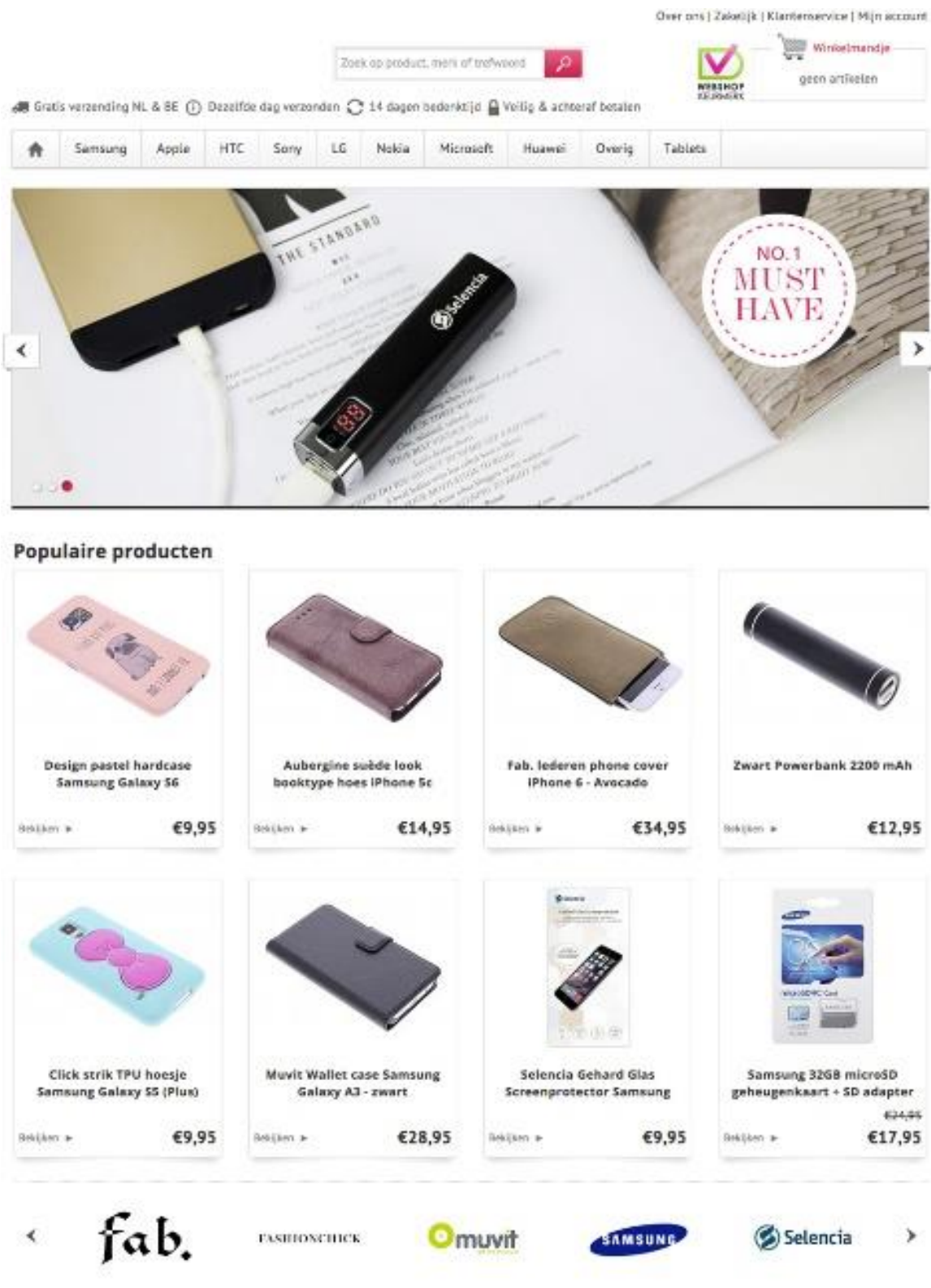


Figure 1. Organised website

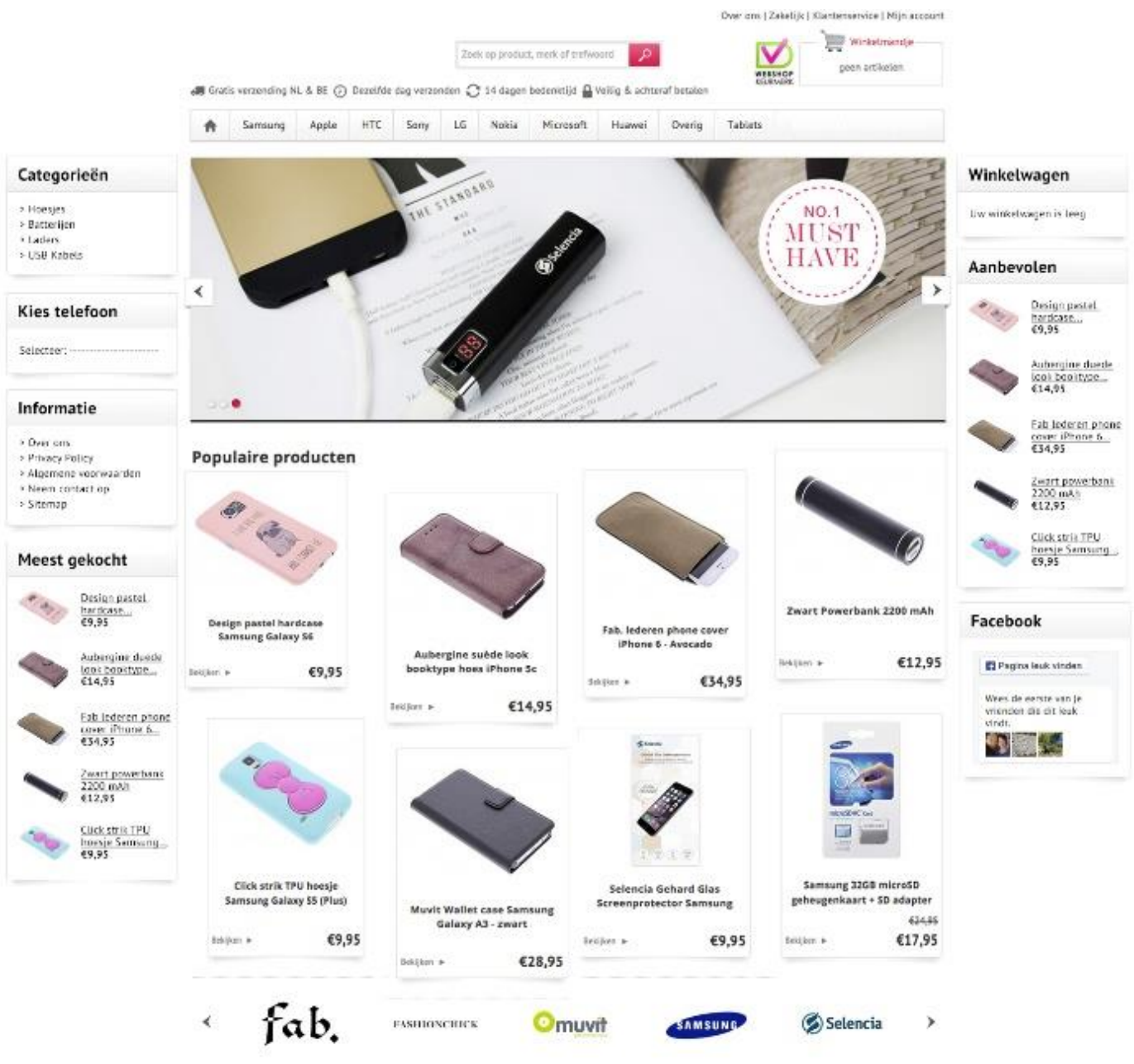


Figure 2. Unorganised website

### *Call to action buttons*

A univariate analysis of variance (ANOVA) was used to verify if the manipulation of the call to action buttons had succeeded, and if a website with the presence of a call to action button actually provides more clarity regarding the submission of complaints on the website. In this research three different call to action button scenarios are discussed: (a) website without button, (b) website including contact button and (c) website with complaint center button. The green circles in figure 3 and 4 represent these buttons. These green circles are not used in the experiment, but are only used to underline the presence of these buttons on the website. The analyses revealed a significant effect of how clearly visible it is on the website to submit a complaint between the call to action button scenarios,  $F(2, 27) = 40.41, p < 0.001$ . The Bonferroni test made clear that there is significant effect of how clearly visible it is to submit a complaint of the website with the complaint center button (figure 3) ( $M = 6.80, SD = 0.42$ ), compared to the website without a button (figure 1) ( $M = 2.40, SD = 1.08$ ) and the website with the contact button (figure 4) ( $M = 3.30, SD = 1.64$ ). In both situations  $p < 0.001$ . Also the website without a button versus the website with contact button are analysed. In this situation there is no significant effect of clarity and visibility of website design with respect to submit a complaint,  $p < 0.30$ . It can be therefore concluded that the manipulation check whether explicit call to action buttons provides more clarity where online consumers can submit their complaint, compared to implicit call to action buttons was succeeded.

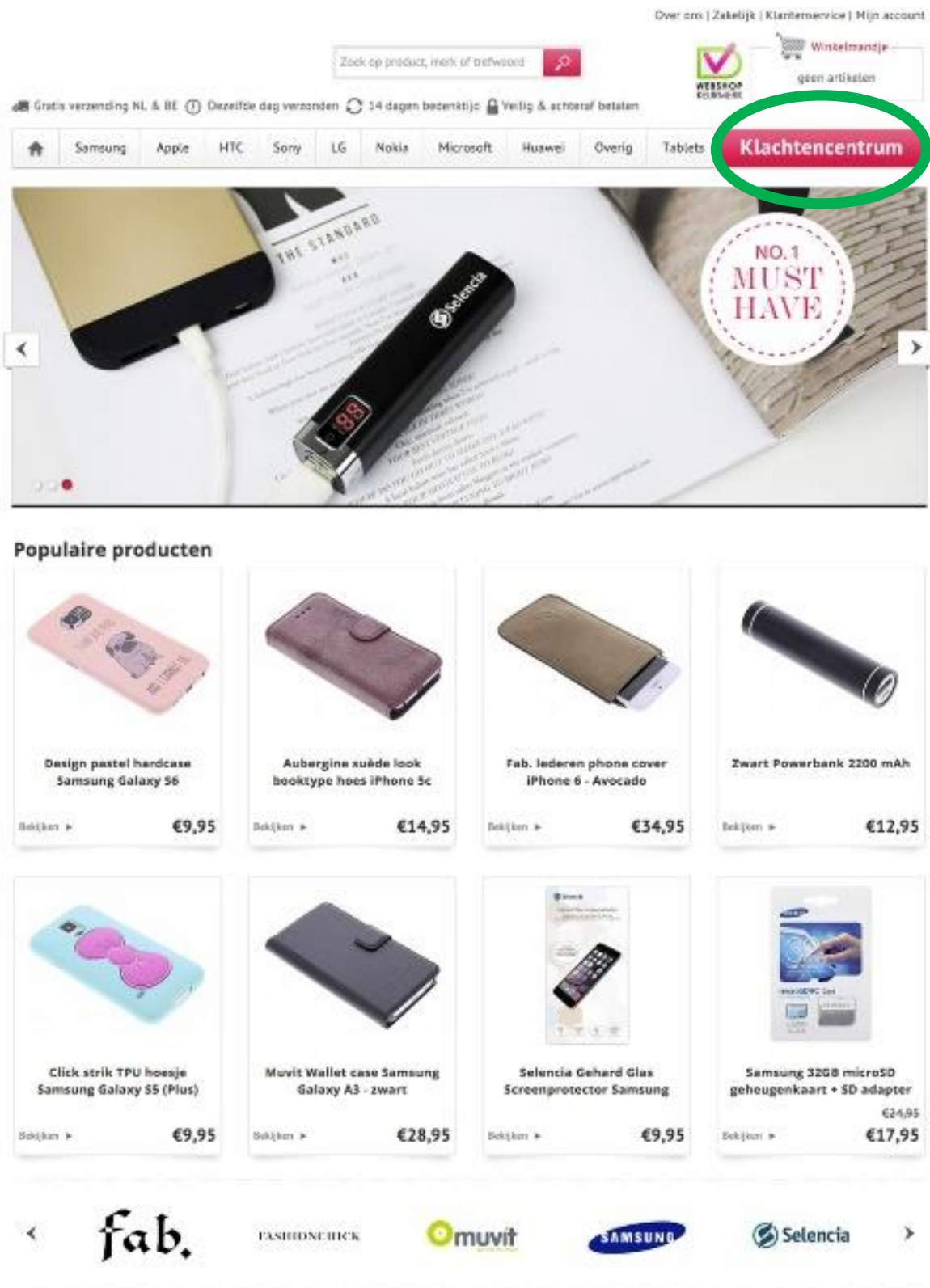


Figure 3. Website including complaint center button

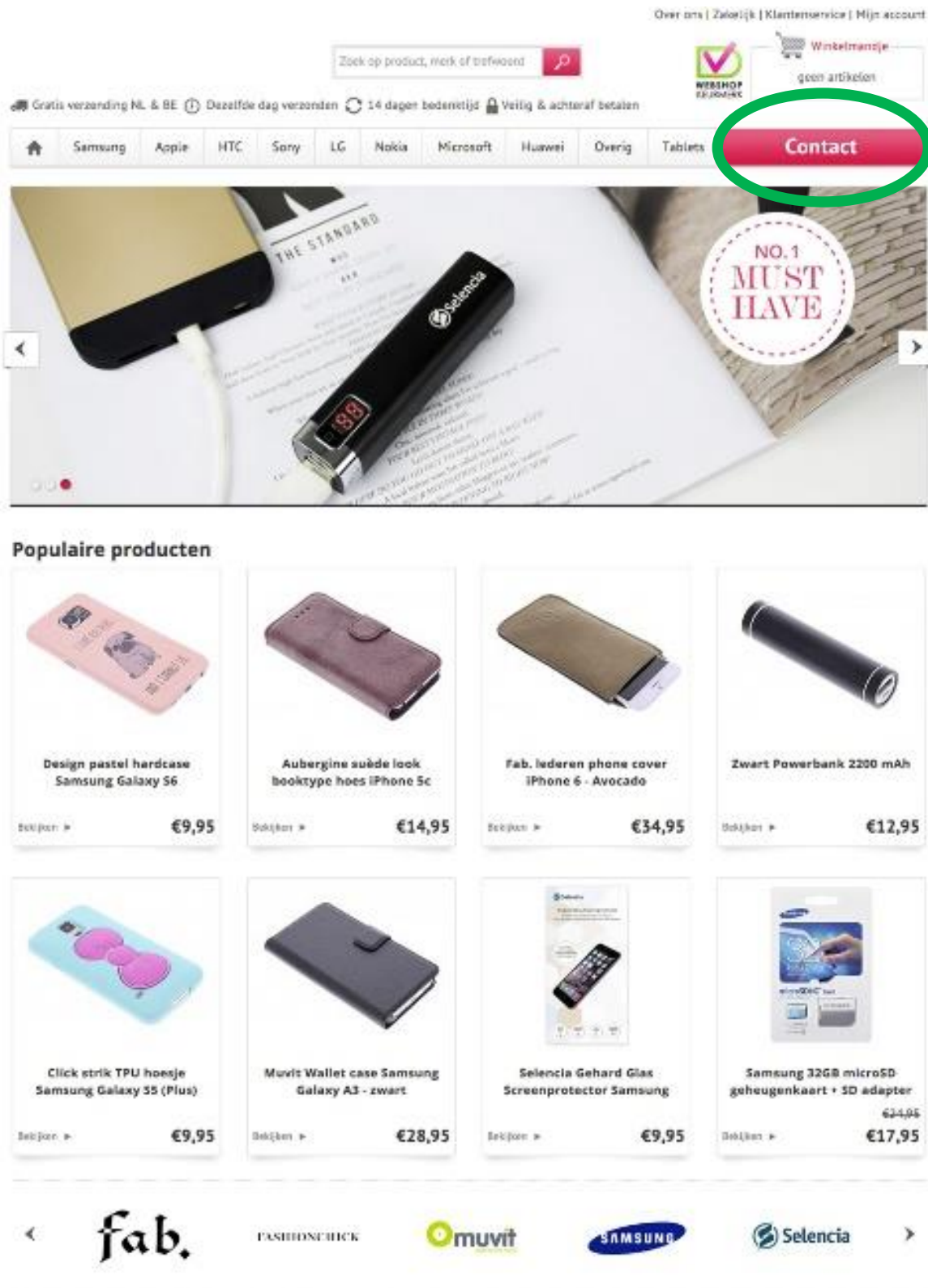


Figure 4. Website including contact button



### *Message clarity*

To check whether the manipulation of message clarity was successful, an independent-samples t-test was used. Respondents were shown two different messages and had to answer, on a seven-point Likert scale, the statements: ‘On the basis of this message I get confidence that my complaint will be properly handled’ and ‘I expect based on this message that I will get a quick response to my complaint’. The independent-samples t-test revealed a statistically significant effect of message clarity of message 1, the concrete message, ( $M = 5.15$ ,  $SD = 1.60$ ) compared to message 2, the general message, ( $M = 1.95$ ,  $SD = 0.96$ ) on confidence and expectations of consumers  $t = 5.43$ ,  $p < 0.001$ . Thus a concrete message creates more confidence and better expectations than a general message.

## **3.2 Main study**

After the two pre-tests have been completed, the main study can be started. This section highlights different aspects of the method study from the main research.

### **3.2.1 Research design**

The study had a 2 (website design: organised versus unorganised website design) \* 3 (call to action button: no call to action versus contact button versus complaints center button) \* 2 (automated response: concrete versus a general message) between-participants design. Scenarios are developed to stimulate the influence of the process of complaining on a website on consumers’ response.

### **3.2.2 Participants**

The participants of this study were Dutch consumers. There were no further restrictions for this research. A total of 325 respondents from The Netherlands have completely filled in the online survey of whom 162 were male and 163 female. The participants were between 16 and 80 years old ( $M = 32.96$ ,  $SD = 13.86$ ) (see appendix C, table 1 for more details).

### **3.2.3 Procedure**

An online survey is used in this research to test the hypotheses. Twelve different scenarios have been developed and participants were randomly assigned to one of the twelve questionnaires. After a word of welcome participants received a brief general introduction about the study. It was also mentioned that the questionnaire would take approximately ten minutes of their time. Participants were asked to imagine that they wanted to submit a

complaint on a specific website where they have recently bought a product, namely a phone case. Thereafter, one of the six different website designs was presented to the participants. The manipulations of the website design and call to action buttons took place in this part of the questionnaire. Subsequently, they were assigned to one of the two automated messages after they had submitted their complaint. Participants were instructed to carefully read the messages and fill out the evaluation form afterwards. The dependent variables were measured on a five-point rating scales.

### 3.2.4 Measures

The factors measured in this study are: service satisfaction (e.g. ‘I am satisfied with the response/service of the organisation after I have sent my complaint’), service expectations (e.g. ‘I am confident that my complaint will be treated well’), trust in the organisation (e.g. ‘I think this organisation is trustworthy’), attractiveness website (e.g. ‘I find this website attractive’), clarity website (e.g. ‘I find this website orderly’) and loyalty (e.g. ‘I would order products on this website’). Most measurements were modified and employed from prior studies (Bruner, Hensel & James, 1998 – 2001). Table 2 gives an overview of the number of items, Cronbach’s alpha, mean and standard deviation scores for the different constructs of this study. This table showed that the Cronbach’s alpha coefficient, a measure of internal consistency, are positive and are all above the norm of 0.60. The items used for the different constructs were measured on a five-point Likert scale (from 1 corresponding with ‘strongly disagree’ to 5 corresponding with ‘strongly agree’, see appendix D for the complete questionnaire).

**Table 2.** Numbers of items, cronbach’s  $\alpha$ , mean and standard deviation scores for the different constructs

Constructs	N-Items	Cronbach's $\alpha$	Mean	Std. Deviation
Service satisfaction	4	0.93	2.98	1.42
Service expectations	3	0.90	3.16	1.32
Trust in the organisation	3	0.93	3.20	1.15
Attractiveness website	4	0.90	3.71	1.00
Clarity website	4	0.83	3.53	0.98
Loyalty	3	0.88	2.89	1.04

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

Additionally, the complaints submitted were analysed on number of words, friendliness of the message and whether or not a salutation. A salutation is a word or phrase of greeting that is

used to begin an e-mail or message, such as hello or dear sir / madam. In table 3 are the mean and standard deviation scores for these constructs illustrated. By the salutation construct corresponds 1 with 'presence of a salutation' and 2 with 'no salutation'. The construct friendliness is judged on a five-point scale by the researcher. To approve these scores as trustworthy, a second examiner also reviewed some messages on friendliness so that the interrater reliability (Cohen's Kappa) could be determined. The second examiner reviewed 31 messages which corresponds with all the respondents of one of the twelve scenarios. She did not assess all the messages, because the 31 messages involved a large part of the total messages. Therefore, the interrater reliability can be assumed to be trustworthy. The interrater reliability is 0.68, see table 4. The Cohen's kappa coefficient provides insight into the correspondence between two people who express an opinion on the same object (Huizingh, 2012).

**Table 3.** Mean and standard deviation scores for the different constructs

Constructs	Mean	Std. Deviation
Number of words (open question)	50.82	23.99
Whether or not a salutation (open question)	1.33	0.47
Friendliness (open question)	3.21	0.84

**Table 4.** Interrater reliability (Kappa)

	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Measure of Agreement (Kappa)	0.68	0.11	6.21	0.00
N of Valid Cases	31			

*a. Not assuming the null hypothesis.*

*b. Using the asymptotic standard error assuming the null hypothesis.*



## 4. Results

The purpose of this study is to understand the influence of website design, call to action buttons and message clarity on consumers' response in the online complaint process. In this section, the effects of these three independent variables are described.

### 4.1 Service satisfaction

A univariate analysis of variance (ANOVA) was used to investigate the effects of website design, call to action buttons and message clarity on consumers' service satisfaction.

The ANOVA revealed that website design and call to action buttons have no significant effects on service satisfaction,  $F(1, 313) = 0.00, p < 1.00$  and  $F(2, 313) = 1.11, p < 0.35$  (see table 5). However, message clarity has a significant main effect on consumers' service satisfaction,  $F(1, 313) = 263.02, p < 0.001$ , for a concrete message ( $M = 3.90, SD = 1.04$ ) having a significant higher service satisfaction than a general message ( $M = 2.00, SD = 1.08$ ).

Furthermore, the interaction effect between website design and message clarity is significant,  $F(1, 313) = 4.04, p < 0.10$ . The nature of this interaction is shown in figure 5. As illustrated in this figure, the difference in service satisfaction between a concrete versus general message is stronger for an organised website than an unorganised website. In figure 5 it becomes clear that a concrete message increases consumers' service satisfaction. In other words, not using a concrete message but a general message extremely lowers consumers service satisfaction. The most beneficial situation is a concrete message and an organised website ( $M = 4.01, SD = 1.00$ ). The scenario with a general message and an organised website is valued the lowest ( $M = 1.90, SD = 1.06$ ) (see table 6, appendix C).

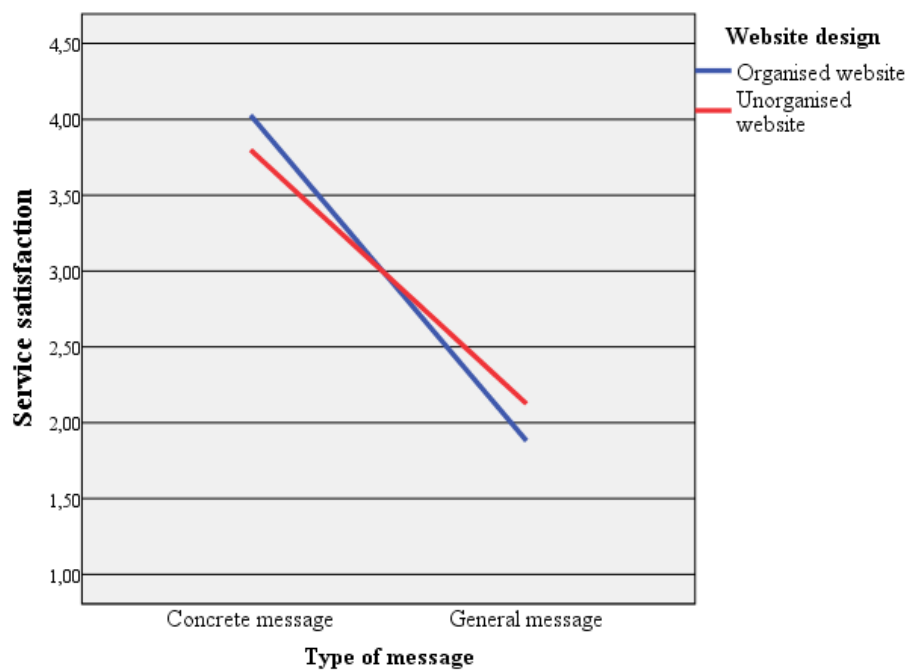
The analysis also suggested a marginal interaction effect between call to action buttons and message clarity,  $F(2, 313) = 2.54, p = 0.08$ . Figure 6 illustrates the direction of this significant interaction effect for call to action buttons and message clarity on service satisfaction. The figure shows that the scores in service satisfaction between a concrete versus a general message is the most varied at the contact button, concrete message  $M = 4.07, SD = 1.03$  against general message  $M = 1.86, SD = 0.87$ . These are also the highest and lowest score. In figure 6 it becomes visible that the value of service satisfaction is high with a concrete message and this value decreases with a general message. In the situation with a general message, the complaint center button leads to the highest service satisfaction ( $M =$

2.24,  $SD = 1.19$ ) in comparison with no button ( $M = 1.88$ ,  $SD = 1.12$ ) and contact button ( $M = 1.86$ ,  $SD = 0.87$ ) (see table 7, appendix C).

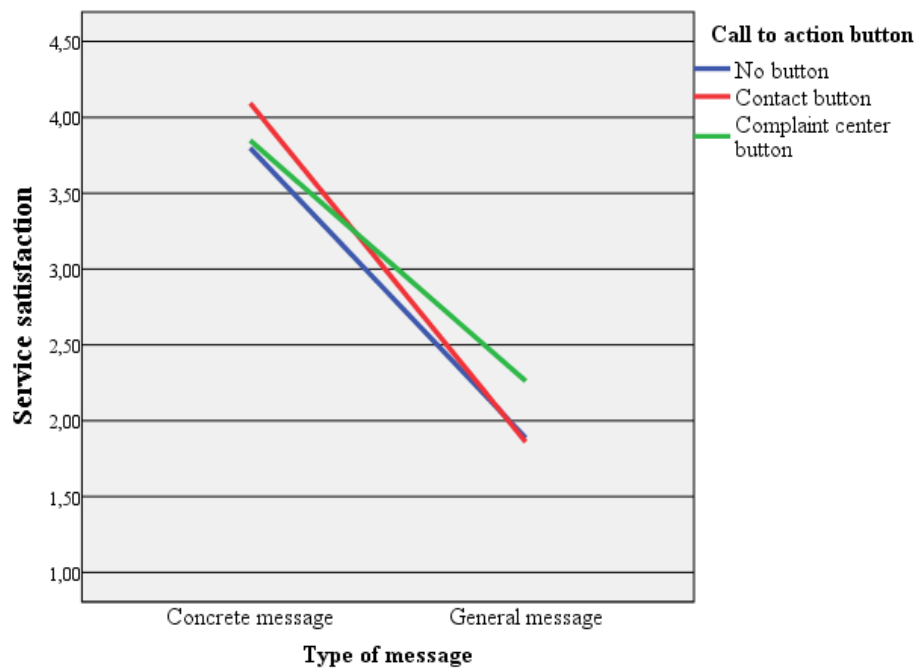
**Table 5.** Influence of website design, call to action buttons and message clarity on service satisfaction

Variables	df	Mean Square	F-value	Sig.
Website design	1	0.01	0.00	0.95
Call to action buttons	2	1.24	1.11	0.33
Message clarity	1	292.13	263.02	0.00
Interaction effect: website design * call to action buttons	2	0.57	0.51	0.60
Interaction effect: website design * message clarity	1	4.48	4.04	0.05
Interaction effect: call to action buttons * message clarity	2	2.82	2.54	0.08
Interaction effect: website design * call to action buttons * message clarity	2	0.42	0.37	0.69

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*



**Figure 5.** Interaction effect of website design and message clarity on service satisfaction



**Figure 6.** Interaction effect of call to action buttons and message clarity on service satisfaction

#### 4.2 Service expectations

The main effect of message clarity on consumers' service expectations is significant,  $F(1, 313) = 146.09, p < 0.001$  (see table 8). This indicates that a concrete message ( $M = 3.87, SD = 1.02$ ) has a higher service expectation than a general message ( $M = 2.39, SD = 1.17$ ). For website design and call to action buttons there are no significant effects on consumers' service expectations,  $F(1, 313) = 0.01, p < 0.95$  and  $F(2, 313) = 0.42, p < 0.70$ . No further interaction effects are obtained.

**Table 8.** Influence of website design, call to action buttons and message clarity on service expectations

Variables	df	Mean Square	F-value	Sig.
Website design	1	0.01	0.01	0.92
Call to action buttons	2	0.51	0.42	0.66
Message clarity	1	177.79	146.09	0.00
Interaction effect: website design * call to action buttons	2	0.46	0.38	0.69
Interaction effect: website design * message clarity	1	1.59	1.31	0.25
Interaction effect: call to action buttons * message clarity	2	1.38	1.13	0.32
Interaction effect: website design * call to action buttons * message clarity	2	0.59	0.48	0.62

All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)

### 4.3 Trust in the organisation

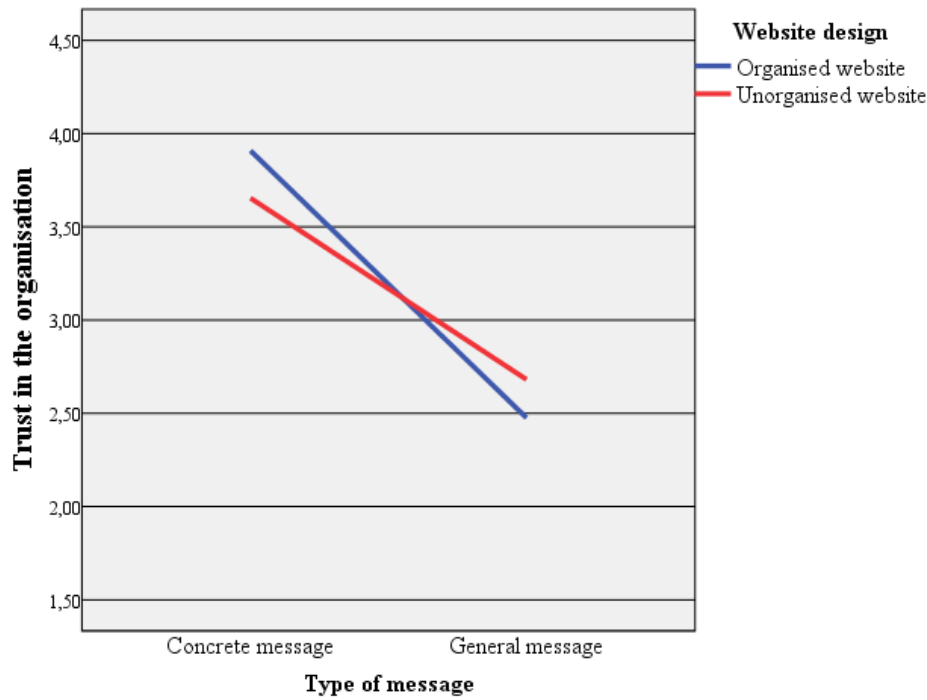
A univariate analysis of variance (ANOVA) was used to investigate the effects of website design, call to action buttons and message clarity on consumers' trust in the organisation. The analyses revealed a statistically main effect for message clarity,  $F(1, 313) = 118.95$ ,  $p < 0.001$  (see table 9). This indicates that a concrete message ( $M = 3.77$ ,  $SD = 0.92$ ) leads to a significant higher trust in the organisation in comparison to a general message ( $M = 2.59$ ,  $SD = 1.05$ ).

Moreover, an interaction effect between website design and message clarity on trust in the organisation is significant,  $F(1, 313) = 4.36$ ,  $p < 0.05$ . In figure 7 the nature of this interaction is illustrated. The difference in trust in the organisation between a concrete versus a general message is greater for an organised website than an unorganised website. In addition, a concrete message increases consumers' trust in the organisation. In other words, not using a concrete message but a general message extremely lowers consumers' trust in the organisation. In a situation with a concrete message and an organised website, the highest level of trust is achieved ( $M = 3.91$ ,  $SD = 0.90$ ) (see table 10, appendix C for more details).

**Table 9.** Influence of website design, call to action buttons and message clarity on trust in the organisation

Variables	df	Mean Square	F-value	Sig.
Website design	1	0.05	0.05	0.83
Call to action buttons	2	0.37	0.38	0.68
Message clarity	1	115.84	118.95	0.00
Interaction effect: website design * call to action buttons	2	0.03	0.03	0.97
Interaction effect: website design * message clarity	1	4.24	4.36	0.04
Interaction effect: call to action buttons * message clarity	2	0.74	0.76	0.47
Interaction effect: website design * call to action buttons * message clarity	2	0.80	0.82	0.44

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*



**Figure 7.** Interaction effect of website design and message clarity on trust in the organisation

#### 4.4 Attractiveness website

The main effect of website design on attractiveness of the website is significant,  $F(1, 313) = 15.31, p < 0.001$ , for an organised website design ( $M = 3.93, SD = 0.89$ ) having a higher score on attractiveness of the website than an unorganised website design ( $M = 3.50, SD = 1.07$ ). No other effects are obtained, see table 11 for more details.

**Table 11.** Influence of website design, call to action buttons and message clarity on attractiveness of the website

Variables	df	Mean Square	F-value	Sig.
Website design	1	14.88	15.31	0.00
Call to action buttons	2	0.79	0.82	0.44
Message clarity	1	1.73	1.78	0.18
Interaction effect: website design * call to action buttons	2	1.20	1.23	0.29
Interaction effect: website design * message clarity	1	0.28	0.29	0.59
Interaction effect: call to action buttons * message clarity	2	0.42	0.43	0.65
Interaction effect: website design * call to action buttons * message clarity	2	0.68	0.70	0.50

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

#### 4.5 Clarity website

The main effect of website design on clarity of the website is statistically significant,  $F(1, 313) = 29.15, p < 0.001$ . This indicates that an organised website design

( $M = 3.81$ ,  $SD = 0.85$ ) has a significant higher score on clarity of the website than an unorganised website design ( $M = 3.24$ ,  $SD = 1.01$ ). No further effects are obtained on the independent variable clarity of the website, see table 12 for more details.

**Table 12.** Influence of website design, call to action buttons and message clarity on clarity of the website

Variables	df	Mean Square	F-value	Sig.
Website design	1	25.97	29.15	0.00
Call to action buttons	2	0.20	0.22	0.80
Message clarity	1	0.08	0.09	0.76
Interaction effect: website design * call to action buttons	2	0.84	0.94	0.39
Interaction effect: website design * message clarity	1	0.80	0.90	0.34
Interaction effect: call to action buttons * message clarity	2	0.21	0.24	0.79
Interaction effect: website design * call to action buttons * message clarity	2	0.33	0.37	0.69

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

#### 4.6 Loyalty

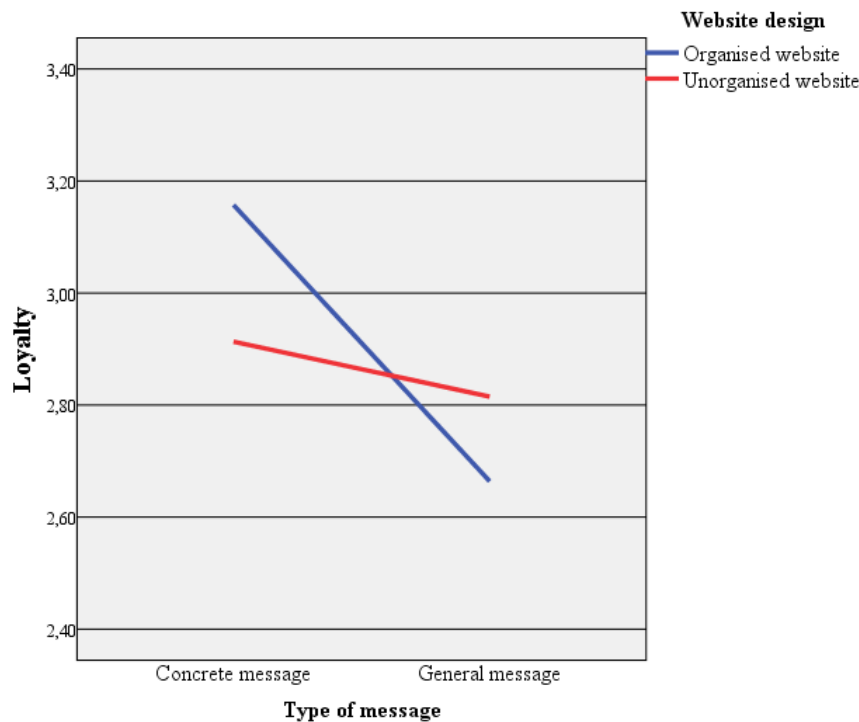
A univariate analysis of variance (ANOVA) suggested a marginal main effect of call to action buttons on consumers' loyalty,  $F(2, 313) = 2.69$ ,  $p = 0.07$ . The participants who were shown the contact button ( $M = 2.97$ ,  $SD = 1.07$ ) or complaints center button ( $M = 2.98$ ,  $SD = 0.95$ ), have significant higher scores on loyalty in comparison to those who saw no call to action button ( $M = 2.73$ ,  $SD = 1.10$ ). Besides, the main effect of message clarity on consumers' loyalty is significant,  $F(1, 313) = 6.62$ ,  $p < 0.02$ . This indicates that participants where the concrete message was shown ( $M = 3.02$ ,  $SD = 1.03$ ) has a significant higher score on consumers' loyalty than when the general message was presented ( $M = 2.76$ ,  $SD = 1.04$ ).

Furthermore, a univariate analysis of variance suggested a marginal interaction effect of website design and message clarity on consumers' loyalty,  $F(1, 313) = 2.96$ ,  $p = 0.09$ . The nature of this interaction is shown in figure 8. As illustrated in this figure, the difference in loyalty between a concrete versus general message is greater for an organised website than an unorganised website. In figure 8 it becomes clear that a concrete message increases consumers' loyalty. In other words, not using a concrete message but a general message extremely lowers consumers' loyalty. In a situation with a concrete message and an organised website the highest degree of loyalty is achieved ( $M = 3.14$ ,  $SD = 1.09$ ). The scenario with a general message and an organised website is valued the lowest ( $M = 2.70$ ,  $SD = 1.08$ ) (see table 14, appendix C).

**Table 13.** Influence of website design, call to action buttons and message clarity on loyalty

Variables	df	Mean Square	F-value	Sig.
Website design	1	0.17	0.16	0.69
Call to action buttons	2	2.84	2.69	0.07
Message clarity	1	7.00	6.62	0.01
Interaction effect: website design * call to action buttons	2	1.29	1.22	0.30
Interaction effect: website design * message clarity	1	3.13	2.96	0.09
Interaction effect: call to action buttons * message clarity	2	1.00	0.95	0.39
Interaction effect: website design * call to action buttons * message clarity	2	1.48	1.40	0.25

All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)



**Figure 8.** Interaction effect of website design and message clarity on loyalty

#### 4.7 Additional analyses

A univariate analysis of variance (ANOVA) revealed a significant effect of website design on avoidance behaviour,  $F(1, 323) = 10.50, p < 0.001$  (see table 15, appendix C). Using the results of this study, it can be concluded that website design has effect on certain factors, such as consumers' behavioural intention.

#### 4.8 Content analysis complaint formulation

The questionnaire of the main study consisted of one open question. Respondents were faced with a scenario and had to formulate their complaint. Based on this complaint formulations a content analysis was made. This analysis consist of three components, namely: number of words, whether or not a salutation and friendliness of the message.

There are no significant main effects detected of website design and call to action buttons on number of words, whether or not a salutation and friendliness of the message (see table 16). The effects of the independent variable message clarity is not included in this part of the results because the type of automated message was shown after respondents had formulated and submitted their complaint.

**Table 16.** Influence of website design and call to action buttons on the three constructs of complaint formulation

Variables		df	Mean Square	F-value	Sig.
Website design	Number of words	1	16.38	0.03	0.87
	Whether or not a salutation	1	0.00	0.01	0.91
	Friendliness of the message	1	0.17	0.24	0.63
Call to action buttons	Number of words	2	897.82	1.56	0.21
	Whether or not a salutation	2	0.05	0.21	0.81
	Friendliness of the message	2	0.06	0.09	0.92
Website design * call to action buttons	Number of words	2	213.38	0.37	0.69
	Whether or not a salutation	2	0.04	0.17	0.85
	Friendliness of the message	2	0.23	0.32	0.73

To check if the three dependent variables of the open question are correlated, the bivariate Pearson correlation was used. Table 17 shows the results of the correlation analysis. These results indicate that all these independent variables are correlated,  $p < 0.001$ . For example, how more number of words, how friendlier the message is, Pearson correlation = 0.46 and how more friendlier the message, how higher the change of the presence of a salutation, Pearson correlation = -0.51. This is a negative correlation because in SPSS the presence of a salutation was rated as 1 and no salutation as 2.

**Table 17.** Correlations between number of words, whether or not a salutation and friendliness of the message

Variables		Number of words	Whether or not a salutation	Friendliness
Number of words	Pearson Correlation	1	-0.43**	0.46**
	Sig. (2-tailed)		0.00	0.00
Whether or not a salutation	Pearson Correlation	-0.43**	1	-0.51**
	Sig. (2-tailed)	0.00		0.00
Friendliness	Pearson Correlation	0.46**	-0.51**	1
	Sig. (2-tailed)	0.00	0.00	

\*\*, Correlation is significant at the 0.01 level (2-tailed)



## 5. Discussion

In the present study, the following main research question was formulated: ‘What is the influence of website design, call to action buttons and message clarity on consumers’ response?’ In this section the answer at the above stated research question is given. First the main and interaction effects of the present study are discussed. Next, practical implications and limitations are presented. The last part of this chapter describes the future research directions that are given.

### 5.1 Summary and discussing of findings

The purpose of this study was to investigate the influence of website design, call to action buttons and message clarity in the online complaint process on consumers’ response. To answer the research question and test the formulated hypotheses, quantitative research in the form of an online survey was spread to Dutch consumers.

#### *Website design*

The first objective of this study was to investigate the influence of website design on consumers’ response. Nowadays, almost every organisation has a website which is most commonly used as an interactive marketing tool and offers the possibility to interact with consumers (Lee & Cude, 2012; Song & Zinkhan, 2008). Furthermore, online consumers tend to make decisions within the first few seconds and therefore the first impression of the website determines a websites’ success (Lowry, Wilson & Haig, 2014). Organisations therefore spend much money on building and optimizing their websites because it contributes to the sales and success of an organisation. More specific, organisations therefore strive to have a modern, distinctive website which is very user-friendly.

This study also focused on the variable website design whereby a distinction is made between an organised versus an unorganised website design. An organised website provides clarity and a clear representation of the navigation structure. This is extremely important in the online complaint process to prevent that consumers will leave the website and thus do not submit their complaint. The stated hypothesis is therefore: ‘An organised website design has a positive influence on consumers’ response compared to an unorganised website design’ which is accepted, because results showed that an organised website is perceived as more attractive

and orderly compared to an unorganised website. This study confirms the importance of a well-designed website.

#### *Call to action buttons*

Besides an organised website, website builders also can use call to action buttons to provide clarity for online consumers. Therefore, the second objective of this study was to investigate whether explicit call to action buttons has more positive influence on consumers' response in the process of complaint intake on an organisations' website than implicit call to action buttons. Moreover, call to action buttons are also used to persuade a specific action, also called conversion, such as submitting a complaint.

Remarkable is that there are hardly found effects of call to action buttons on consumers' response. Only a marginal effect on loyalty is suggested. The participants where the explicit call to action buttons were shown had higher scores on loyalty in comparison to those who saw no call to action button. Because of this marginal effect on only one dependent variable, the second hypothesis 'An explicit call to action button has more positive influence on consumers' response in the process of complaint intake on an organisations' website than an implicit call to action button' is rejected. An possible explanation that there are hardly found effects of call to action buttons could be the way how the experiment was conducted. In the first place, consumers did not had to search for the right page to submit a complaint because the experiment was in a non-realistic setting. In addition, this study is limited to a call to action buttons for submitting a complaint while there are many different types of call to action buttons.

#### *Message clarity*

An important contribution of this study is the confirmation of the theory regarding the importance of a concrete message. Theory emphasises the importance of a well-equipped customer complaint process on organisations' website. An adequate response to consumer complaints contributes to achieve a satisfied relationship between brand and consumer and is therefore very important for an organisation (e.g. Lee & Cude, 2012; van Noort & Willemsen, 2011). The results of this study confirm that a concrete message increases the satisfaction level. Moreover, a concrete message of the automated response in the consumer complaint process influences service expectations, trust and loyalty. Therefore the third hypothesis: 'A concrete message of the automated response immediately following after a consumers'

complaint has a positive influence on consumers' response compared to a general message' is accepted. The several main effects of message clarity on consumers' response which are found in this research, shows how important message clarity is in the online complaint process.

### *Interaction effects*

Between the independent variables 'website design' and 'message clarity' several interaction effects were found. First of all, an interaction effect of these variables on service satisfaction is revealed. Secondly, an interaction of website design and message clarity on trust in the organisation is found. At least, a marginal interaction effect of website design and message clarity on loyalty is suggested. That these two aspects lead to multiple interaction effects, confirmed that the whole process of complaining on an organisations' website is worth to address and, when possible, improving. So, the whole process of submitting a complaint should be well embedded on a website in order to achieve satisfaction, trust and loyalty.

Interestingly is that there is no main effect of website design on loyalty, but an interaction effect of website design and message clarity is found. Loyalty is a key determinant for success because consumers who are loyal to a brand do not only purchase the products, but also recommend (online and offline) the organisation brands to other potentially consumers (Smith, 2009). The results also suggested a marginal interaction between call to action buttons and message clarity on service satisfaction. All the interaction effects clearly show the main effects of message clarity which is in line with previous studies.

## **5.2 Practical implications**

This study delivers some practical implications for developing a website or webshop. More specifically, an organised website has influence on how attractive and orderly the website is perceived by consumers. This is what website developers should take into account when they launch a website. In order to have a successful website, website developers need to figure out which factors influence the clarity of a website. Moreover, organisations can get advice from experts or ask consumers in order to continuously improve their website.

In addition, the findings of this study indicate that a concrete message in the consumer complaint process is of crucial importance. A concrete message of the automated response in the consumer complaint process influences service satisfaction, service expectations, trust and

loyalty. Website builders must ensure that the complaint process is well equipped and that the automatic response is formulated concrete. Every organisation should strive to properly integrate this process right on their website. The consumer who submits the complaint should get the feeling that he or she is taken seriously by the organisation. To be more specific, the consumer must have the feeling that the organisation is doing everything in order to come up with a solution. Nowadays, consumers expect convenience and rapid services.

### **5.3 Limitations**

This study has a few limitations regarding the data gathering. One of the major limitations of this study is the data gathering method since this was in a non-realistic setting. More specific, respondents did not had a complaint. Besides, they were not surfing on a real website but a website showed on a picture. Given the amount of time, money and technical IT knowledge it was not possible to build six websites.

This limitation is strengthened since many respondents did not take effort to formulate a complaint. If it was a real situation where respondents actually had a complaint, than they probably had submitted a well-written complaint because of emotions and a possible self-benefit. I therefore recommend to use real websites and use respondents with real complaints.

In addition, the age of the respondents was very varied, from 16 to 80 years (see table 1, appendix C). There is a large generation difference in how one presents itself online (and to what extent someone is active online). The difference in the participants may have been a limitation for this research, because older people are less familiar with the online world and will be less inclined to submit their complaint online.

Another limitation is that the researcher was not able to observe the way respondents perceive the website. It is hard to find out the in-depth, underlying thoughts about which aspects have been decisive in answering the statements. Are there specific aspects on a website which have a great influence on the opinion of respondents? Qualitative research could have been used to discover these underlying thoughts.

### **5.4 Future research**

Despite the limitations of this study, future research can be done to expand knowledge about the factors which influence website clarity. It will be interesting to investigate which factors create an organised or unorganised website, since organised websites leads to positive

consumer responses. Interesting research questions would be ‘what is the influence of web text on clarity?’ Do more characters in a text have automatically negative influence on the complexity of a website? Or ‘what is the impact of the presence of pictures on the attractiveness of a website?’ Previous research has shown that visually appealing websites are crucial to attract consumers on a website (e.g., Kensicki, 2003; Dennis, Merrilees, Jayawardhena & Wright, 2009; Moss, Gunn, & Heller, 2006). Is there any influence of pictures on how organised consumers perceive a website?

Also further research can be done to investigate whether there is an effect of call to actions buttons on consumers’ response by using other variables such as color, size and position on the website of the call the action button. Perhaps when other call to action buttons than the ‘contact’ or ‘complaint center’ button will be used, effect on consumers’ response possibly might be found. For further research on message clarity, it is interesting to investigate which variables in the message of the automated response mainly influence the consumers’ response such as trust in the organisation. The possible effects of personalizing such automated message is very interesting to study. A message can be personalized, for example, to add a personalized signature with a name of an employee of the organisation and the contact information.

### **Acknowledgement**

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## Appendix A. Pre-test 1 (in Dutch)

- (1) Helemaal mee oneens  
 (2) Mee oneens  
 (3) Een beetje mee oneens  
 (4) Niet mee oneens / niet mee eens  
 (5) Een beetje mee eens  
 (6) Mee eens  
 (7) Helemaal mee eens

NAAM:

*(1) Helemaal mee oneens*

*(7) Helemaal mee eens*

### Website 1:

Ik vind deze website overzichtelijk	1	2	3	4	5	6	7
Ik vind deze website rommelig	1	2	3	4	5	6	7
Ik vind deze website druk	1	2	3	4	5	6	7
Ik vind deze website rustig	1	2	3	4	5	6	7
Deze website oogt prettig	1	2	3	4	5	6	7

### Website 2:

Ik vind deze website overzichtelijk	1	2	3	4	5	6	7
Ik vind deze website rommelig	1	2	3	4	5	6	7
Ik vind deze website druk	1	2	3	4	5	6	7
Ik vind deze website rustig	1	2	3	4	5	6	7
Deze website oogt prettig	1	2	3	4	5	6	7

### Website 3:

Ik vind deze website overzichtelijk	1	2	3	4	5	6	7
Ik vind deze website rommelig	1	2	3	4	5	6	7
Ik vind deze website druk	1	2	3	4	5	6	7
Ik vind deze website rustig	1	2	3	4	5	6	7
Deze website oogt prettig	1	2	3	4	5	6	7

### Website 4:

Ik vind deze website overzichtelijk	1	2	3	4	5	6	7
Ik vind deze website rommelig	1	2	3	4	5	6	7
Ik vind deze website druk	1	2	3	4	5	6	7
Ik vind deze website rustig	1	2	3	4	5	6	7
Deze website oogt prettig	1	2	3	4	5	6	7

### Website 5:

Ik vind deze website overzichtelijk	1	2	3	4	5	6	7
Ik vind deze website rommelig	1	2	3	4	5	6	7
Ik vind deze website druk	1	2	3	4	5	6	7
Ik vind deze website rustig	1	2	3	4	5	6	7
Deze website oogt prettig	1	2	3	4	5	6	7

## Website 1:

[iPhone oplader](#)
[iPhone usb kabel](#)

Dutch

[Home](#)
[Inloggen](#)
[Account](#)
[Winkelwagen](#)
[Afrekenen](#)

Zoeken: 

Alle categorieën

Zoek Uitgebreid zoeken

**CATEGORIEËN**

- Auto laders
- Batterijen
- Thuis Laders
- Usb Kabels

**KIES TELEFOON**

Selecteer

**INFORMATIE**

- Over ons
- Privacy Policy
- Algemene voorwaarden
- Neem contact op
- Sitemap

**MEEST GEKOCHT**

- [iPhone lader](#)  
 8,99€
- [Samsung Galaxy S3 Lader](#)  
 8,99€
- [iPhone usb kabel](#)  
 6,99€
- [Samsung Galaxy S2 lader](#)  
 8,99€
- [iPhone 5 oplader](#)  
 14,95€
- [Auto lader iPhone](#)  
 8,99€
- [Oordopjes voor iPhone](#)  
 6,99€

**WELKOM BIJ LADERWEBSHOP UW IPHONE LADER, GALAXY LADER, HTC, LG EN BLACKBERRY OPLADERS SNEL GELEVERD BIJ LADERWEBSHOP**

Lader webshop, heeft alle laders voor uw telefoon op voorraad. iPhone laders, Blackberry laders en Samsung laders, HTC , LG en Sony.

**iPhone lader Nu voor 8,99**

**WINKELWAGEN**

Uw winkelwagen is leeg.

**AANBEVOLEN**

- [iPhone lader](#)  
 8,99€
- [Oordopjes voor iPhone](#)  
 6,99€
- [iPhone 5 oplader](#)  
 14,95€
- [Samsung Galaxy s3 batterij](#)  
 16,95€
- [Samsung Galaxy S4 Lader](#)  
 8,99€

**NIEUW PRODUCTEN**

<p><b>iPhone 6 usb kabel</b> iphone6usbkabel <b>9,95€</b> </p>	<p><b>iPhone 5 usb kabel</b> iphone5usbkabel <b>9,95€</b> </p>	<p><b>iPhone 6 oplader</b> iphone6lader <b>14,95€</b> </p>	<p><b>iPhone 6 autolader</b> iphone6autolader <b>16,95€</b> </p>
<p><b>Roze iPhone 6 lader</b> iphone6laderroze <b>14,95€</b> </p>	<p><b>Samsung Galaxy S5 Autolader</b> autoladergalaxy5 <b>8,99€</b> </p>	<p><b>Galaxy S5 Lader</b> galaxy5lader <b>8,99€</b> </p>	<p><b>Autolader Samsung Galaxy S4 mini</b> minis4autolader <b>8,99€</b> </p>
<p><b>Lader Galaxy S4 Mini</b> gals4minilader <b>8,99€</b> </p>	<p><b>Samsung Galaxy Young lader</b> samsunggalaxyyoung <b>8,99€</b> </p>	<p><b>iPad mini usb kabel</b> ipadminikabel <b>9,95€</b> </p>	<p><b>Galaxy S3 Mini Batterij</b> s3minibatterij <b>13,95€</b> </p>

Kamer van koophandel nummer 53561953  
 Onze laders zijn merkloos en ingekocht via Nederlandse groothandels, de producten passen op de in de titel aangegeven telefoons, let op prijzen zijn excl verzendkosten.

## Website 2:

Smartphonehoesjes.nl maakt gebruik van cookies
Verberg deze

Over ons | Zakelijk | Klantenservice | Mijn account

Winkelmandje  
geen artikelen

Gratis verzending NL & BE
Dezelfde dag verzonden
14 dagen bedenktijd
Veilig & achteraf betalen

[Home](#)
[Samsung](#)
[Apple](#)
[HTC](#)
[Sony](#)
[LG](#)
[Nokia](#)
[Huawei](#)
[Overig](#)
[Tablets](#)
[Accessoires](#)
[SALE!](#)

### Populaire producten

<p><b>Samsung 32GB microSD geheugenkaart + SD adapter</b></p> <p>€24,95 <b>€17,95</b></p> <p>Bekijken ▶</p>	<p><b>Muvit Wallet Case LG G3</b></p> <p>Bekijken ▶ <b>€24,95</b></p>	<p><b>Fashionchick Flamingo hardcase iPhone 6</b></p> <p>Bekijken ▶ <b>€14,95</b></p>	<p><b>Dog &amp; Bone Backbone Wireless Case + Pad iPhone 6</b></p> <p>Bekijken ▶ <b>€99,95</b></p>
<p><b>Selencia Gehard Glas Screenprotector iPhone 6</b></p> <p>Bekijken ▶ <b>€9,95</b></p>	<p><b>Fab. lederen phone cover iPhone 6 - Zebra Cream</b></p> <p>Bekijken ▶ <b>€38,95</b></p>	<p><b>Puro Ultra slim crystal hardcase hoesje iPhone 5 / 5s</b></p> <p>Bekijken ▶ <b>€16,95</b></p>	<p><b>Selencia universele powerbank 2600 mAh - roze</b></p> <p>Bekijken ▶ <b>€19,95</b></p>

FASHIONCHICK

### Telefoonhoesjes en telefoon accessoires voor alle merken telefoons

Bestel vandaag nog trendy of zakelijke telefoonhoesjes en telefoon accessoires voor uw smartphone. Kies uit het ruime assortiment van Smartphonehoesjes.nl. Alle producten bestelt u eenvoudig, voordelig en snel via de webshop. U betaalt geen verzendkosten en de levertijd is zeer snel. Smartphonehoesjes.nl biedt telefoonhoesjes en telefoon accessoires aan voor de merken: **Samsung, Apple, HTC, Sony, LG, Nokia, Huawei** en **overige merken** zoals Motorola, BlackBerry, Xiaomi, Acer en Alcatel.

We hebben nu ook telefoonhoesjes en accessoires voor de OnePlus One en de Samsung Galaxy A3! Bekijk de [OnePlus One hoesjes](#) of de [Samsung Galaxy A3 hoesjes](#)

<h4>Informatie</h4> <ul style="list-style-type: none"> <li>Over ons</li> <li>Klantenservice</li> <li>Betaalmethoden</li> <li>Verzenden &amp; bezorgen</li> <li>Retourneren</li> </ul> <h4>Zakelijk</h4> <ul style="list-style-type: none"> <li>Klantbeoordelingen</li> <li>Vacatures</li> <li>Fashionchick collectie</li> <li>SmartContest</li> </ul>	<h4>Betaalmethoden</h4> <h4>Bezorging</h4> <p>Voor 17:30 besteld dezelfde dag verzonden</p> <p>* Gratis verzending in NL &amp; BE</p>	<h4>Klantbeoordelingen</h4> <p>9.2 29311</p> <p>Mooi collectie en snelle afhandeling van een</p> <p>R.van der Lugt 19-7-2013</p> <p>Bekijk meer beoordelingen</p>	<h4>Nieuwsbrief</h4> <p>Uw emailadres <input type="text"/> <input type="button" value="Inschrijven"/></p> <h4>Mijn account</h4> <p>Uw emailadres <input type="text"/></p> <p>Wachtwoord <input type="text"/> <input type="button" value="Inloggen"/></p> <h4>Volg Smartphonehoesjes.nl</h4>
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Algemene voorwaarden | Disclaimer | Privacy Policy | Sitemap
© Copyright 2015 - Smartphonehoesjes.nl | Tel: +31 (0)33-4332011 | info@smartphonehoesjes.nl

## Website 3:

OVERONS | CONTACT | KLANTENSERVICE | ALGEMENE VOORWAARDEN | VERZENDKOSTEN | LEVERING

Mijn account | Mijn verlanglijst | Inloggen

Alles ▼ Zoek in de gehele winkel hier... Ga 0 ITEM

HOME SAMSUNG APPLE HTC SONY LG NOKIA ANDERE MERKEN GSM ACCESSOIRES GAME GADGETS SALE CONTACT US

### SAMSUNG Note III

## Nieuwe accessoires voor SAMSUNG Note III

Wilt u uw kostbare Note III beschermen dan moet u een kijkje nemen in onze webshop. Daar hebben wij diverse accessoires die uw Note III beschermen maar ook verfraaien. Niet alleen voor de Note III hebben wij accessoires maar ook voor tablets van bekende andere merken zijn diverse accessoires leverbaar.

BEKIJK MEER

#### Uw product

GESCHIKT VOOR

TYPE PRODUCT

KLEUREN

DE RETOURKOSTEN KRIJGT U TERUGBETAALD\*, OOK NAAR HET BUITENLAND.

Lees meer

\*Bekijk de voorwaarden

#### WELKOM BIJ GSM-MANIA - DE WEBSHOP MET HET GROOTSTE ASSORTIMENT GSM ACCESSOIRES

De webshop met het grootste assortiment voor uw GSM, Tablet en gaming console. Ons assortiment bestaat uit meer als 25.000 accessoires voor iPhone 6, iPhone 6 plus, iPhone 5S, iPhone 4s, iPhone 4, Samsung Galaxy S5, S4, S3 en alle andere Samsung modellen. Ook voor uw tablet hebben wij diverse hoesjes, kabels en toetsenborden, waarmee u in een handomdraai van uw tablet een mini pc maakt. Kortom op GSM-Mania.nl vindt u werkelijk alles voor uw gsm, tablet, pc en gaming consoles. Wij leveren uit eigen voorraad, waardoor wij doorgaans dezelfde dag uw bestelling verzenden.

#### FEATURED PRODUCTS

stippels patroon noodle style usb sync data / laad kabel voor iphone 6 & 6 plus, iphone 5 & 5c & 5s, ipad air, support ios 7, lengte: 1m(hard roze)

€ 3,45 € 7,95

View

stippels Series lederen hoesje met houder voor Samsung Galaxy Note (10.1) / N8000 / N8010 blauw

€ 14,96

View

30 pin female to male sync data kabeladapter voor iphone 6 & 6 plus, iphone 5 & 5s & 5c, ipad air, length: 20cm(zwart)

€ 5,95

View

#### ALGEMENE INFORMATIE

- Over ons
- Klantenservice
- Algemene Voorwaarden

#### VERZENDING & LEVERING

- Verzendkosten
- Levering
- Retour sturen

#### NIEUWSBRIEF

Schrijf in voor Onze Nieuwsbrief

Inschrijven >

#### CONTACT GEGEVENS

Zuidermeeweg 45, 1652 CT  
Zuidermeeweg, Netherlands


info@gsmmania.nl

HOME KLANTENSERVICE PRIVACY POLICY SITE MAP ZOEKEN TERMEN UITGEBREID ZOEKEN

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## Website 4:



[Computersystemen](#) | [Notebooks](#) | [Tablets](#) | [Accessoires](#) | [Netwerk en systeembeheer](#) | [Webdiensten](#)  
[Beveiliging](#) | [Reparatie, installatie en onderhoud](#) | [Software](#) | [Supplies](#) | [Remote support](#) | [Monitoring](#)

Peperstraat 16 | 5171 EC Kaatsheuvel | Tel. 0416 - 352 920 | [info@compupower.nl](mailto:info@compupower.nl) | [www.compupower.nl](http://www.compupower.nl)

[Home](#) | [Algemeen](#) | [Diensten](#) | [Partners](#) | [Folder](#) | [Webshop](#) | [Contact](#) | [ICTWaarborg Awards](#)



**Zoek op product**


Uitgebreid zoeken

**Productgroep**

- Behuizingen
- Computersystemen
- Controllers
- Diverse
- DVD / Blu-ray
- E-readers
- Gaming Producten
- Geheugens
- Geluid
- Harde schijven
- Kabels
- Kantoor artikelen
- Koeling
- Moederborden
- Monitoren
- Muizen en muismatten
- NAS
- Netwerk bekabeld
- Netwerk draadloos
- Notebooks
- Notebook Accessoires
- Opslagmedia
- Printers
- Printer Supplies
- Processoren
- Recordable Media
- Software
- Supplies
- Tablet
- Tablet Accessoires
- Toetsenborden
- USB Accessoires
- Videokaarten
- Voedingen
- Web- en IPCams

**Overige**

- Akties
- Nieuw in assortiment



ICTKeurmerk

**Welkom bij Compupower**

**Compupower Winkel**

Compupower is sinds 2000 actief in de computerbranche met de verkoop van hard- en software, zoals computersystemen, notebooks, netwerk apparatuur, losse componenten, licenties, etc.  
Wij beschikken over een winkel in Kaatsheuvel, waar wij vele producten uit voorraad kunnen leveren.

**Compupower Technische Dienst**


Wij beschikken over een eigen technische dienst die u kan helpen bij vele technische zaken, zoals het testen van systemen, vervangen van componenten, herinstallaties, verwijderen van spyware en virussen, etc.  
Dit geldt uiteraard ook voor apparatuur die niet bij ons is aangeschaft.

**Compupower op locatie**


Consumenten kunnen terecht voor hulp aan huis voor bijvoorbeeld afleveren van systemen, randapparatuur, installatie van software, oplossen van problemen, netwerk installaties, configuratie van systeem instellingen, systeem onderhoud, etc.

Zakelijke buitendienst is uiteraard ook geen probleem, voor vele bedrijven verzorgen wij het netwerk- en systeembeheer in vele verschillende branches.

**Compupower is aangesloten bij de brancheorganisatie ICTWaarborg**



Bent u benieuwd hoe klanten over Compupower denken, kijk eens op:




★★★★★

155 beoordelingen

**Uitstekend**

15 juni 2015




★★★★★

162 beoordelingen

**Uitstekend**

15 juni 2015



★★★★★

46 beoordelingen

**Uitstekend**


15 juni 2015

**Aanmelden nieuwsbrief**

Aanmelden


**Inhoud mandje**

Totaalbedrag: € 0,00



Servicebedrijf van het jaar 2015 en  
Zakelijke Dienstverlener van het jaar 2015  
van de provincie Noord Brabant


**Bestellingen vanaf € 50,00 GRATIS verzending\***



\*anders € 4,95 verzendkosten

**Betaalwijze**

Wij ondersteunen de volgende betaalwijze



**Nieuws uit de branche**

**15-06-2015**  
**Nieuwe DOOM in lente 2016 naar PlayStation 4, Xbox One en pc**  
MULTIPLATFORM - Tijdens de Bethesda-persconferentie werden meerdere heerlijk geweldadige trailers g...

**15-06-2015**  
**Zo kun je kapotte browserbladwijzers verwijderen**  
'Error 404: File not found' is misschien wel de bekendste foutmelding uit computerland, helemaal als...

**15-06-2015**  
**Google maakt Chrome efficiënter op de Mac**  
Google werkt aan een efficiëntere Chrome-browser, en richt zich daarbij vooral op de versie voor de ...

**15-06-2015**  
**'Facebook moet stoppen met volgen niet-leden'**  
Facebook is nog niet af van de Europese aantijgingen op het gebied van privacy. De Belgische privacy...

**15-06-2015**  
**Reizen met Uber in het buitenland**  
In Nederland wil het met Uber nog niet helemaal lukken in verband met wetgeving. Maar hoe zit het al...

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## Website 5:

alle telefoonladers zonder verzendkosten!

- voor 17:30 besteld, dezelfde dag verzonden!
- alle laders zijn op voorraad!
- alle laders passen door de brievenbus!

me vragen reviews zakelijk contact

1. Kies je merk:

2. Kies je model:

3. Bestel

Telefoonlader.nl heeft het grootste assortiment telefoonladers voor thuis en in de auto. Zoek je een telefoonlader die niet op de site staat? Neem dan even contact met ons op. We kijken dan of we de lader toch voor je kunnen bemachtigen.

Heb je de juiste lader gevonden? Betaal dan eenvoudig en veilig met iDeal, en je telefoonlader wordt enkele dagen later **gratis** thuisbezorgd!

**Populaire opladers**

USB Micro USB	Samsung Galaxy Tab 2	Nintendo DS Lite	Nokia Lumia 800	Samsung Galaxy S4
Sony e-reader PRS T2	Sony e-reader PRS650	HTC One	USB Mini USB	Samsung Galaxy Tab 10.1v
Samsung Galaxy S3 mini	Samsung i9100 Galaxy S2	Samsung Galaxy S3	Sony e-reader PRS600	Apple iPad 2

**Alle telefoonladers**

Alcatel	Amplicom	Apple	AT-Mobile	BenQ-Siemens
BlackBerry	Google	HTC	HUAWEI Huawei	iPhone
LG	Motorola	Nintendo	Nokia	Samsung
Siemens	Sony	Sony Ericsson	USB	Vodafone
Wolfgang (Aldi)				

Telefoonlader.nl hanteert één prijs inclusief verzenden voor alle laders, ongeacht het merk of model:

**Autolader € 7,-**  
gratis thuisbezorgd!

**Thuislader € 10,-**  
gratis thuisbezorgd!

**Autolader € 15,- + thuislader**  
gratis thuisbezorgd!

telefoonlader.nl werkt veilig met:

iDeal post.nl PayPal VISA

beslist.nl TOPWINKEL  
beoordeld door de consument

©2015 telefoonlader.nl - KvK 59641754 - Alphen aan den Rijn - info@telefoonlader.nl - voorwaarden, klachten, garantie en ruilen - privacy



## Appendix B. Pre-test 2 (in Dutch)

(1) Helemaal mee oneens NAAM:

(2) Mee oneens

(3) Een beetje mee oneens

(4) Niet mee oneens / niet mee eens

(5) Een beetje mee eens

(6) Mee eens

(7) Helemaal mee eens

*(1) Helemaal mee oneens*

*(7) Helemaal mee eens*

### Website 1:

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 1. Ik vind deze website overzichtelijk                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Ik vind deze website druk  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Deze website oogt prettig  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Deze website bevat voldoende informatie voor mij                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Deze website bevat te veel informatie voor mij                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Op deze website is eenvoudig te zien waar ik een klacht kan indienen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### Bericht 1:

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 1. Op basis van dit bericht krijg ik vertrouwen dat mijn klacht goed in behandeling wordt genomen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Ik verwacht op basis van dit bericht dat ik snel een reactie ontvang over mijn klacht          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### Website 2:

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 1. Ik vind deze website overzichtelijk                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Ik vind deze website druk  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Deze website oogt prettig  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Deze website bevat voldoende informatie voor mij                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Deze website bevat te veel informatie voor mij                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Op deze website is eenvoudig te zien waar ik een klacht kan indienen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### Website 3:

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 1. Ik vind deze website overzichtelijk                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Ik vind deze website druk  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Deze website oogt prettig  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Deze website bevat voldoende informatie voor mij                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Deze website bevat te veel informatie voor mij                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Op deze website is eenvoudig te zien waar ik een klacht kan indienen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### Bericht 2:

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 1. Op basis van dit bericht krijg ik vertrouwen dat mijn klacht goed in behandeling wordt genomen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Ik verwacht op basis van dit bericht dat ik snel een reactie ontvang over mijn klacht          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### Website 4:

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 1. Ik vind deze website overzichtelijk                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Ik vind deze website druk  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Deze website oogt prettig  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Deze website bevat voldoende informatie voor mij                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Deze website bevat te veel informatie voor mij                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Op deze website is eenvoudig te zien waar ik een klacht kan indienen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Website 5:**

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 1. Ik vind deze website overzichtelijk                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Ik vind deze website druk  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Deze website oogt prettig  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Deze website bevat voldoende informatie voor mij                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Deze website bevat te veel informatie voor mij                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Op deze website is eenvoudig te zien waar ik een klacht kan indienen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Website 1:

Over ons | Zakelijk | Klantenservice | Mijn account

Zoek op product, merk of trefwoord

Winkelmandje  
geen artikelen

Gratis verzending NL & BE | Dezelfde dag verzonden | 14 dagen bedenktijd | Veilig & achteraf betalen

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[LG](#)
[Nokia](#)
[Microsoft](#)
[Huawei](#)
[Overig](#)
[Tablets](#)
[Contact](#)

NO.1 MUST HAVE

### Populaire producten

<p><b>Design pastel hardcase Samsung Galaxy S6</b></p> <p>Bekijken ► €9,95</p>	<p><b>Aubergine suède look booktype hoes iPhone 5c</b></p> <p>Bekijken ► €14,95</p>	<p><b>Fab. lederen phone cover iPhone 6 - Avocado</b></p> <p>Bekijken ► €34,95</p>	<p><b>Zwart Powerbank 2200 mAh</b></p> <p>Bekijken ► €12,95</p>
<p><b>Click strik TPU hoesje Samsung Galaxy S5 (Plus)</b></p> <p>Bekijken ► €9,95</p>	<p><b>Muvit Wallet case Samsung Galaxy A3 - zwart</b></p> <p>Bekijken ► €28,95</p>	<p><b>Selencia Gehard Glas Screenprotector Samsung</b></p> <p>Bekijken ► €9,95</p>	<p><b>Samsung 32GB microSD geheugenkaart + SD adapter</b></p> <p>Bekijken ► €24,95 €17,95</p>

[fab.](#)
[FASHIONCHICK](#)
[muvit](#)
[SAMSUNG](#)
[Selencia](#)

Bericht 1:

**Hartelijk dank voor uw bericht, wij hebben uw e-mail in goede orde ontvangen en zullen uw klacht binnen 24 uur in behandeling nemen. Wij streven ernaar om uw klacht zo goed mogelijk op te lossen en hechten veel waarde aan klanttevredenheid. U zult daarom z.s.m. reactie ontvangen per e-mail.**

**Mocht u verder nog vragen hebben, kunt u ons altijd bellen op nummer 0900-8851283 of mailen naar [info@telefoonwinkel.nl](mailto:info@telefoonwinkel.nl)**

## Website 2:

Over ons | Zakelijk | Klantenservice | Mijn account

Zoek op product, merk of trefwoord

Gratis verzending NL & BE | Dezelfde dag verzonden | 14 dagen bedenktijd | Veilig & achteraf betalen

Winkelmandje  
geen artikelen

Samsung Apple HTC Sony LG Nokia Microsoft Huawei Overig Tablets Klantencentrum

### Categorieën

- > Hoesjes
- > Batterijen
- > Laders
- > USB Kabels

### Kies telefoon

Selecteer: .....

### Informatie

- > Over ons
- > Privacy Policy
- > Algemene voorwaarden
- > Neem contact op
- > Sitemap

### Meest gekocht

- Design pastel hardcase...  
€9,95
- Aubergine duede look booktype...  
€14,95
- Fab lederen phone cover iPhone 6...  
€34,95
- Zwart powerbank 2200 mAh  
€12,95
- Click strik TPU hoesje Samsung...  
€9,95

NO.1 MUST HAVE

### Populaire producten

Design pastel hardcase Samsung Galaxy S6

Bekijken ▶ €9,95

Aubergine suède look booktype hoes iPhone 5c

Bekijken ▶ €14,95

Fab. lederen phone cover iPhone 6 - Avocado

Bekijken ▶ €34,95

Zwart Powerbank 2200 mAh

Bekijken ▶ €12,95

Click strik TPU hoesje Samsung Galaxy S5 (Plus)

Bekijken ▶ €9,95

Muvit Wallet case Samsung Galaxy A3 - zwart

Bekijken ▶ €28,95

Selencia Gehard Glas Screenprotector Samsung

Bekijken ▶ €9,95

Samsung 32GB microSD geheugenkaart + SD adapter

Bekijken ▶ €17,95

### Winkelwagen

Uw winkelwagen is leeg

### Aanbevolen

- Design pastel hardcase...  
€9,95
- Aubergine duede look booktype...  
€14,95
- Fab lederen phone cover iPhone 6...  
€34,95
- Zwart powerbank 2200 mAh  
€12,95
- Click strik TPU hoesje Samsung...  
€9,95

### Facebook


Pagina leuk vinden


Wees de eerste van je vrienden die dit leuk vindt.





fab. FASHIONCHICK muvit SAMSUNG Selencia

## Website 3:


Over ons | Zakelijk | Klantenservice | Mijn account

Zoek op product, merk of trefwoord 


 Winkelmandje  
geen artikelen

 Gratis verzending NL & BE  Dezelfde dag verzonden  14 dagen bedenktijd  Veilig & achteraf betalen

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### Populaire producten




**Design pastel hardcase Samsung Galaxy S6**

Bekijken ► €9,95




**Aubergine suède look booktype hoes iPhone 5c**

Bekijken ► €14,95




**Fab. lederen phone cover iPhone 6 - Avocado**

Bekijken ► €34,95




**Zwart Powerbank 2200 mAh**

Bekijken ► €12,95




**Click strik TPU hoesje Samsung Galaxy S5 (Plus)**

Bekijken ► €9,95




**Muvit Wallet case Samsung Galaxy A3 - zwart**

Bekijken ► €28,95








**Selencia Gehard Glas Screenprotector Samsung**

Bekijken ► €9,95



**Samsung 32GB microSD geheugenkaart + SD adapter**

Bekijken ► €24,95  
€17,95

Bericht 2:

**We hebben uw bericht in goede orde ontvangen. Uw klacht is verzonden en in onze klachtendatabank opgenomen onder klachtnummer 101523. Indien mogelijk gaan wij uw klacht behandelen. Helaas kunnen wij u geen indicatie geven qua tijd wanneer uw klacht in behandeling zal worden genomen en u een reactie van ons zult ontvangen.**

**Voor verdere informatie of vragen verwijzen we u door naar onze klantenservice.**

## Website 4:

Over ons | Zakelijk | Klantenservice | Mijn account

Zoek op product, merk of trefwoord

Winkelmandje  
geen artikelen

Gratis verzending NL & BE | Dezelfde dag verzonden | 14 dagen bedenktijd | Veilig & achteraf betalen

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[Apple](#)
[HTC](#)
[Sony](#)
[LG](#)
[Nokia](#)
[Microsoft](#)
[Huawei](#)
[Overig](#)
[Tablets](#)

### Populaire producten

<p><b>Design pastel hardcase Samsung Galaxy S6</b></p> <p>Bekijken ► €9,95</p>	<p><b>Aubergine suède look booktype hoes iPhone 5c</b></p> <p>Bekijken ► €14,95</p>	<p><b>Fab. lederen phone cover iPhone 6 - Avocado</b></p> <p>Bekijken ► €34,95</p>	<p><b>Zwart Powerbank 2200 mAh</b></p> <p>Bekijken ► €12,95</p>
<p><b>Click strik TPU hoesje Samsung Galaxy S5 (Plus)</b></p> <p>Bekijken ► €9,95</p>	<p><b>Muvit Wallet case Samsung Galaxy A3 - zwart</b></p> <p>Bekijken ► €28,95</p>	<p><b>Selencia Gehard Glas Screenprotector Samsung</b></p> <p>Bekijken ► €9,95</p>	<p><b>Samsung 32GB microSD geheugenkaart + SD adapter</b></p> <p>€24,95 Bekijken ► €17,95</p>

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## Website 5:

Over ons | Zakelijk | Klantenservice | Mijn account

Zoek op product, merk of trefwoord

Winkelmandje  
geen artikelen

Gratis verzending NL & BE | Dezelfde dag verzonden | 14 dagen bedenktijd | Veilig & achteraf betalen

Home Samsung Apple HTC Sony LG Nokia Microsoft Huawei Overig Tablets Klachtencentrum

### Populaire producten

<p><b>Design pastel hardcase Samsung Galaxy S6</b></p> <p>Bekijken ► €9,95</p>	<p><b>Aubergine suède look booktype hoes iPhone 5c</b></p> <p>Bekijken ► €14,95</p>	<p><b>Fab. lederen phone cover iPhone 6 - Avocado</b></p> <p>Bekijken ► €34,95</p>	<p><b>Zwart Powerbank 2200 mAh</b></p> <p>Bekijken ► €12,95</p>
<p><b>Click strik TPU hoesje Samsung Galaxy S5 (Plus)</b></p> <p>Bekijken ► €9,95</p>	<p><b>Muvit Wallet case Samsung Galaxy A3 - zwart</b></p> <p>Bekijken ► €28,95</p>	<p><b>Selencia Gehard Glas Screenprotector Samsung</b></p> <p>Bekijken ► €9,95</p>	<p><b>Samsung 32GB microSD geheugenkaart + SD adapter</b></p> <p>Bekijken ► €24,95 €17,95</p>

fab. FASHIONCHICK muvit SAMSUNG Selencia

## Appendix C. Tables

**Table 1.** Gender and age

Demographic	N	%	Mean	Median	Minimum	Maximum	Std. Deviation
Age	325		32.96	26	16	80	13.86
Gender	325		1.50	2	1	2	0.50
Men	162	49.85%					
Women	163	50.15%					

*Gender (1=men / 2=woman)*

**Table 6.** Descriptive statistics interaction effect website design \* message clarity - service satisfaction

Website design	Type of message	N	Mean	Std. Deviation
Organised website	Concrete message	79	4.01	1.00
	General message	82	1.90	1.06
Unorganised website	Concrete message	89	3.80	1.07
	General message	75	2.11	1.08

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

**Table 7.** Descriptive statistics interaction effect call to action buttons \* message clarity - service satisfaction

Website design	Type of message	N	Mean	Std. Deviation
No button	Concrete message	60	3.80	1.09
	General message	47	1.88	1.12
Contact button	Concrete message	52	4.07	1.03
	General message	54	1.86	0.87
Complaint center button	Concrete message	56	3.85	1.00
	General message	56	2.24	1.19

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

**Table 10.** Descriptive statistics interaction effect website design \* message clarity - trust in the organisation

Website design	Type of message	N	Mean	Std. Deviation
Organised website	Concrete message	79	3.91	0.90
	General message	82	2.50	1.05
Unorganised website	Concrete message	89	3.66	0.91
	General message	75	2.68	1.05

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

**Table 14.** Descriptive statistics interaction effect website design \* message clarity - loyalty

Website design	Type of message	N	Mean	Std. Deviation
Organised website	Concrete message	79	3.14	1.09
	General message	82	2.70	1.08
Unorganised website	Concrete message	89	2.91	0.97
	General message	75	2.82	1.00

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

**Table 15.** Influence of website design on tendency to leave the website

Variable	df	Mean Square	F-value	Sig.
Website design	1	16.28	10.50	0.00

*All scales are measured on a 5-point Likert scale (1=strongly disagree / 5=strongly agree)*

## Appendix D. Questionnaire (in Dutch)

Beste respondent,

Dank voor uw medewerking aan dit onderzoek. De vragenlijst zal ingaan op uw beoordeling over een website.

Het invullen van de vragenlijst zal ongeveer vijf minuten van uw tijd in beslag nemen. De gegevens in dit onderzoek zijn en blijven anoniem. De resultaten van dit onderzoek zullen worden gebruikt voor mijn afstudeeropdracht van de master Communication Studies aan de Universiteit Twente. Het is belangrijk dat de enquête volledig wordt ingevuld en deze niet tussentijds wordt afgebroken.

Om aan de vragenlijst te beginnen kunt u op de pijlen rechts onderin dit scherm klikken.

Nogmaals dank voor uw medewerking.

Anne Wessel

Student Communication Studies aan de Universiteit van Twente

Als eerste enkele demografische vragen. Nogmaals, de gegevens van dit onderzoek zijn en blijven anoniem.

Wat is uw geslacht?

☐ Man

☐ Vrouw

Wat is uw leeftijd?

\_\_\_\_\_ jaar.

Stel u voor dat u onlangs een telefoonhoesje hebt besteld online. Na ontvangst blijkt dat het telefoonhoesje niet geschikt is voor uw type telefoon terwijl dat wel vermeld stond op de website. U besluit om een klacht in te dienen bij deze organisatie middels hun website.

Probeer u zich voor te stellen dat dit een realistische situatie is.

De website is weergegeven op de volgende pagina. Wanneer u de website zorgvuldig bekeken heeft, klikt u op 'volgende pagina' om naar de vragen te gaan.

[ Afbeelding website design 1, 2, 3, 4, 5 of 6 wordt weergegeven ]

Geef aan in hoeverre u het eens bent met de onderstaande stellingen:

	Mee oneens	Een beetje mee oneens	Niet mee oneens / niet mee eens	Een beetje mee eens	Mee eens
1: Deze website ziet er betrouwbaar uit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: Het is veilig om producten te kopen op deze website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: De organisatie van deze website is eerlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Zoals in het begin van deze enquête is genoemd heeft u onlangs een telefoonhoesje besteld online bij de website die net is getoond in deze enquête. Na ontvangst blijkt dat het telefoonhoesje niet geschikt is voor uw type telefoon terwijl dat wel vermeld stond op de website.

U besluit om een klacht in te dienen bij deze organisatie en daarom bezoekt u nogmaals de website (hieronder weergegeven). Beeld u echt goed in hoe u dit zou doen en hoe u op de juiste plek op de site terecht komt.

Klik op 'volgende pagina' om uw klacht in te dienen.

*[ Afbeelding website design 1, 2, 3, 4, 5 of 6 is wordt weergegeven ]*

Vul hieronder in hoe u uw klacht zou formuleren. Probeer u voor te stellen dat dit een realistische situatie is dus formuleer uw klacht zoals u dat normaliter ook zou doen.

*[ Open antwoordveld om klacht te typen ]*

Klik nu op volgende pagina om uw klacht te verzenden.

Als reactie op de door uw gestuurde klacht, krijgt u het volgende bericht terug van de organisatie. Bekijk deze pagina goed en klik vervolgens op 'volgende pagina' om naar de vragen te gaan. Bericht op de website na het verzenden van uw klacht:

*[ Afbeelding berichtgeving optie 1 of 2 wordt weergegeven ]*

Geef aan in hoeverre u het eens bent met de onderstaande stellingen:

	Mee oneens	Een beetje mee oneens	Niet mee oneens / niet mee eens	Een beetje mee eens	Mee eens
1: De reactie van deze organisatie geeft mij het gevoel dat mijn klacht goed is ontvangen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: Ik ben tevreden met de reactie/service van de organisatie nadat ik mijn klachtenformulier heb verzonden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: Deze reactie van het bedrijf na het indienen van mijn klachtenformulier voldoet aan mijn verwachtingen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4: Deze reactie van het bedrijf geeft mij een gevoel van vertrouwen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre u het eens bent met de onderstaande stellingen:

	Mee oneens	Een beetje mee oneens	Niet mee oneens / niet mee eens	Een beetje mee eens	Mee eens
1: Ik heb er vertrouwen in dat mijn klachtenformulier goed is ontvangen bij de organisatie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: Ik heb er vertrouwen in dat mijn klacht goed wordt behandeld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: Ik heb er vertrouwen in dat de organisatie met een passende oplossing komt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Geef aan in hoeverre u het eens bent met de onderstaande stellingen:

	Mee oneens	Een beetje mee oneens	Niet mee oneens / niet mee eens	Een beetje mee eens	Mee eens
1: Ik vind deze organisatie betrouwbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: Over het algemeen geloof ik dat dit bedrijf eerlijk is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: Het is veilig om producten te kopen bij deze organisatie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Op de volgende pagina is nog één keer de website weergegeven. Nadat u de website nogmaals bekeken hebt, volgen er vragen over uw beoordeling van het uiterlijk/design van de getoonde website.

*[ Afbeelding website design 1, 2, 3, 4, 5 of 6 wordt weergegeven ]*

Geef aan in hoeverre u het eens bent met de onderstaande stellingen:

	Mee oneens	Een beetje mee oneens	niet mee oneens / niet mee eens	Een beetje mee eens	Mee eens
1: Deze website oogt prettig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: Ik vind het een goede website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: Ik heb het gevoel dat deze website eenvoudig is in gebruik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4: Ik vind deze website overzichtelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5: Ik vind deze website ordelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6: Ik vind deze website aangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7: Ik vind deze website aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8: Ik vind deze website druk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9: De navigatie van deze website is duidelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10: Op basis van het uiterlijk/design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

van deze website zou ik geneigd zijn om de website te verlaten					
--	--	--	--	--	--

Stel dat de website getoond in deze enquête een werkende website zou zijn, dan zou ik overwegen om:

	Mee oneens	Een beetje mee oneens	Niet mee oneens / niet mee eens	Een beetje mee eens	Mee eens
1: Hier producten te bestellen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: Deze website aan te bevelen aan vrienden, familie en kennissen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: Deze website verkiezen boven soortgelijke websites die ik ken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tot slot nog enkele algemene vragen. Geef aan in hoeverre u het eens bent met de onderstaande stellingen:

	Mee oneens	Een beetje mee oneens	Niet mee oneens / niet mee eens	Een beetje mee eens	Mee eens
1: Als ik ontevreden ben over een product of dienst maak ik dit kenbaar bij de betreffende organisatie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: Als ik een klacht had over een product en/of dienst heb ik dit wel eens kenbaar gemaakt door een klachtenformulier/e-mail te verzenden naar de betreffende organisatie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: Ik vind het prettig om een bevestigingsmail te ontvangen nadat ik een klachtenformulier heb verzonden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Dit is het einde van de enquête. Bedankt voor uw medewerking. Om uw antwoorden definitief te versturen klikt u op de pijlen rechts onderin dit scherm.

Als u vragen of opmerkingen heeft over deze enquête of geïnteresseerd bent in de resultaten van dit onderzoek kunt u contact met mij opnemen via [a.m.wessel@student.utwente.nl](mailto:a.m.wessel@student.utwente.nl)