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Internet services and interface design for marketing: A preliminary study of Cliven products

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By the view of the customer aspect, because internet shopping service products are a kind of consumer model with high perception and high involvement, the customers would tend to take reputation, sense of security, brand image, and cope as principle clues to perceive product value. This uncertain risk influences the customers' purchase intention. Thus a method should be applied in order to lower the customer perception risk, increase the usage rate of Internet shopping services and produce service value through service intense contact. Because of the inconsistent experiences from different companies, the customer interest cognition is formed by service quality. Therefore, the customization will directly influence interest cognition. This paper concludes the future trend lies on customization for personalized designs. This paper also provides the analysis procedures from the case study of the Cliven products.

Key words: Internet shopping service, customer value, human factor, Taiwanese enterprises, Cliven.

INTRODUCTION

According to the definition by Turel and Serenko (2006), "mobile services" are the services of delivering data to mobile phones via wireless transmission, such as SMS, e-mail, multimedia message system, ringtone downloads, news, weather forecasts and stock quotes, etc. From the angle of the context rules in the Chinese Internet shopping services market, Lu et al. (2008) found that the telecom companies have gained their publicities via media advertising strategies and created more product advantages by offering holiday promotions such as a bundle package including a mobile phone and a number, trial period, pre-order service, etc.

The study of the network effect created by the Internet shopping phones in Germany shows that in order to satisfy customers and provide quality transmission, the telecom companies have invested huge amount of money in infrastructures and base stations to increase basic signal coverage. The study of Internet shopping services in Europe by Dunnewijk and Hultén (2007) points out that in order to fight for market share and to increase call revenue, all the telecom companies have undertaken the offers of bundle packages of mobile phones and numbers, luring customers with mobile phone subsidization. And according to the study of the

next-generation mobile phone services in South Korea, the core of the market position is focused on products and quality services. And the management styles and enterprise characteristics differ from company to company, thus the customer cognition shows significant differences (Hu and Hsu, 2008). In Canada, telecom companies have copied each other's pricing structures or pricing strategies except for the change of price per KB. They've all been offering various promotions on fees (Turel and Serenko, 2006). Mazzoni, et al. (2007) seg-mentalized and targeted the consumer groups by their calling habits and economic abilities in the study of the consumer behavior in the Italian mobile telecom market. Internet shopping services have already penetrated deeply into every level of our daily life, from the social structure level from a macro view to the individual activity level from a micro view. They are not merely the vehicle of mobile communication for they have created the unique customer consumption value and brought about the uniqueness of the phenomenon. Secondly, Internet shopping phones which support multimedia mobile services can create a virtual space, with objective hardware factors such as color screens and polyphonic ring tones, plus subjective software factors such as user

interpretation, it is indeed necessary to further explore the meaning of the customer value in Internet shopping services. Kim et al. (2007) found that mobile services can deliver very important customer value creation as described in Value-based Adoption of Mobile Internet: An empirical investigation. But there a significant breach of insufficiency and limitation when discussing the micro view of subjective self-consciousness meanings of the customer value in mobile services from the macro view of customer value and social context. Therefore the purposes of this research are: (1) through grounded hermeneutics, thoroughly decomposing the meaning of self-subjectivity of the customer value in Internet shopping services. (2) Exploring the customer value in mobile services and social context from a macro view. (3) Constructing the framework of the overall customer value in the Internet shopping services.

LITERATURE REVIEW

Mobile capitalism

The meaning of Mobile capitalism is to takes mobile services as the core, emphasizing the structural constraints on social life made by the capitalist mode of production and the cycle of capital accumulation (Blechar et al., 2006). In the field of production, capitalists and managers have being trying to implement mobile services in e-commerce to promote mobile commerce, to improve production efficiency and to reduce production cost. In the field of consumption, mobile services are not merely the vehicle of mobile communication for they have created the unique customer consumption value. It's the result of telecom companies' commercial marketing and the interactions between different social stratifications (Milrad and Jackson, 2008). Mobile phones were originally luxury goods but than transformed into popular technology products after the technology improvement and reduction of production cost. After differentiated marketing strategies were carried out, mobile phones of different market positions such as luxury mobile phones (diamond mobile phones), stylish mobile phones, and people's mobile phones were developed. Connecting them to the cascading structure of social stratifications, the complex conspicuous consumption and fashion consumption were thus formed.

Mobile services became an indispensable technology devices for personal consumption and recreation, even technology jewelry (Göker and Myrhaug, 2008). They are not just a part of many people's exterior decoration for their functions (PDA, digital camera, MP3, internet, etc.) and appearances can be combined to market different mobile services to different market segments. Furthermore, the use of mobile services also reflexes the differences between social categories or economic groups (Bellavista et al., 2008). The use of mobile services also reflexes the differences between generations (teenagers and youngsters are the main users) (Madell and Muncer, 2007), classes or income levels (conspicuous consumption for upper-class customers and low subscription rate for lower-class customers) (Lee and Jun, 2007) and the differences between genders (special design, production, marketing, and mobile services advertisement delivery for female customers, to form female stereotyped impression) and sex appeal (Milrad and Jackson, 2008). Mobile services are not products of this company or that company, but also socialized products (Kleijnen et al., 2007). There are socioeconomic bases for the spread and use of mobile services. New behavior model can also be built with the constraints of social actions and social structure. The contents of value added mobile services, such as colour screens or dual screens of multi-media mobile phones, polyphonic ring tones, external or internal digital cameras, SMS messages, pictures, and other downloads via mobile services, have encouraged the rend of mobile capitalism commoditization by helping customers get rid of black and white screens and monotone ring tones.

The social behavior of the mobile information fetishism group

Weibenberg et al. (2006) considered mobile services as the mobile version of Baudrillard's simulation theory. With objective hardware factors such as color screens and polyphonic ring tones, plus subjective software factors such as user interpretation, a simulation or a virtual space which is more real than reality was created. Reality was not simulated by, but replaced by multimedia mobile phones which support Internet shopping services (Nugent et al., 2007). Besides, using of customers mobile services is to consume mobile service functions, on the other hand, to digitalize the reality they sense via mobile services and partition it into virtual reality (Li et al., 2007). Human perception is no longer important. What's important is the reality which Internet shopping services assimilate, project, and reflect (Wisely, 2007). Therefore the production and marketing of mobile services are actually the commodity fetishism Marx (1990) talked about. All the information presented is information product, the bases of information fetishism. The person-to-person relationships are disguised as object-to-object relationships, and the relationships between producers and consumers are covered up.

Study on customer value and internet shopping services

In studies of consumer behavior, scholars from different schools mainly focus their customer product usage studies on two main-stream points-of-view, the instrumental

point-of-view and the hedonic point-of-view (Mano and Oliver 1993; Holbrook, 2006; Jackson, 2007; Ma et al., 2008). Instrumental point-of-view lays great stress on product performance, concerning about whether products can provide useful functions. In other words, traditional customers' point-of-view on consuming is to regard products as the final goals which customers pursue and the maximization of utilitarian value. And the measure of utilitarian value is from the functions of tangible product features (Möller, 2006). From this point-of-view, information processing models such as individuals make purchase decisions with purposes and consider tangible quality and utilitarian performance as the main value products delivered to customer consumption. It's very effective and practical (Tokman et al., 2007). But if customers choose or use products demand based on emotional satisfaction, instead of satisfaction in utilitarian functions, than this point-of-view would appear to be rather limited.

The hedonic point-of-view includes diversified recreation, sensory merriment, fantasy, enjoyment of beauty, emotional responses, etc. A large amount of entertainment experience may be including in the process. Hedonism is a spiritual phenomenon, social consuming activity is considered as pure individual mental status accompanied by many symbolic meanings, responses of pleasure and principles of esthetic sensibilities.

Explanation for customer value differs from scholar to scholar, and the measurement also varies. Among those who have used measuring scales are Boltonand and Drew (1991), who used five-point Likert scales to measure customer value and concentrated on the study of "money of payment"-price ratio or value in exchange. Value of models was considered as a comparing concept of benefits with sacrifices. When doing the research of the purchase behavior of mobile services in the Japanese market, Funk (2007) found that the study of "money of payment"-price ratio or value in exchange simplified customer experience too much and the multi-layer attribute of customer experience was ignored. Holbrook (1999) put forward the concept of customer value types. He thinks that value is interactive, relative, preferred and experienced. Which means that customer value does not exist in the brands customers have chosen, but in consumption experience itself and can be satisfied in the praise from others? In the qualitative research of payment methods consumers choose for mobile services, Mallat (2007) put forward: (1) emotion, (2) ceremony, (3) independence.

Although the previous models can measure a very large part of customer value, but there are also shortcomings and limitations listed as follows:

1. It is difficult to provide customers inner self subjectivity meaning, in other words, it is difficult to measure the "meaning" of each individual interpretation with scales.
2. It is difficult to go deep into the macro view of customer

values and social context from a micro view.
3. Lack an organized integral framework of the customer value in Internet shopping services in documents.
4. Documents show that scholars have not reached any common conclusions of point-of-view on customer value theories, measures of values, etc. Thus it's difficult to present customer value theories with an integral and complete research system, and so is to present the value of it. Therefore, this study will view the content of the customer value in Internet shopping services from a new angle by applying grounded hermeneutics and go deep into the ground field exploring to obtain the completeness of customer value.

RESEARCH DESIGN

Behavior model of online consumers

According to the Kuo et al. (2010, 2011), there are some interface design problems discussed. For example, some researchers proposed 10 critical factors which affect the success of e-Commerce, one of which is the understanding of customer behavior. This knowledge not only has an effect on decision making related to the buying of the products, but is also helpful for the retailer to find the core of the problem. There has been very little research into online consumer behavior models and of such models some are incomplete, and most limited to general B2C shopping website. Based upon traditional consumption behavior, proposed that the decision making process of online consumption is comprised five stages: demand confirmation, information search, evaluation, purchase and evaluation after purchase. However, Guttman, Moukas and Mases suggested consumer behaviors should be divided into six stages: demand confirmation, product selection, retail stores, negotiation, purchase and delivery, after-sales service and assessment. Although this might have been the most systematic and comprehensive of the online consumer behavior models, its scope was limited to B2C shopping websites. Their behavior model, for both the young and older consumer, included ten stages: motivation, searching for websites, browsing websites, searching for products, examining products, evaluating and comparing products, temporary purchase, payment process, receiving and checking and after-sales service, However, the repetition of behavior in each stage was different for each group (Figure 1). For example, if the consumer was purchasing merchandise, such as a book, the young consumer would perform the website searching stage, website browsing stage, product search stage and product examination stage more frequently while the older consumer would perform the stage of searching for website stage, website browsing stage and product searching stage more frequently. When buying computers, the younger consumer would perform the product searching stage, product examination stage and the evaluating and comparing stage more frequently, while the older consumer would perform the stage of searching for products, and examining products more frequently. The model shown in Figure 1 seems complete, however, its objective is mainly aimed at general B2C shopping websites, and may not be fully applicable to auction websites.

Website information and supporting interface

The general situation for information provided by websites and supporting interface design was ever discussed (Kuo et al., 2010, 2011). In their references, one researcher suggested that Internet shopping processes impose a higher information load on consumers
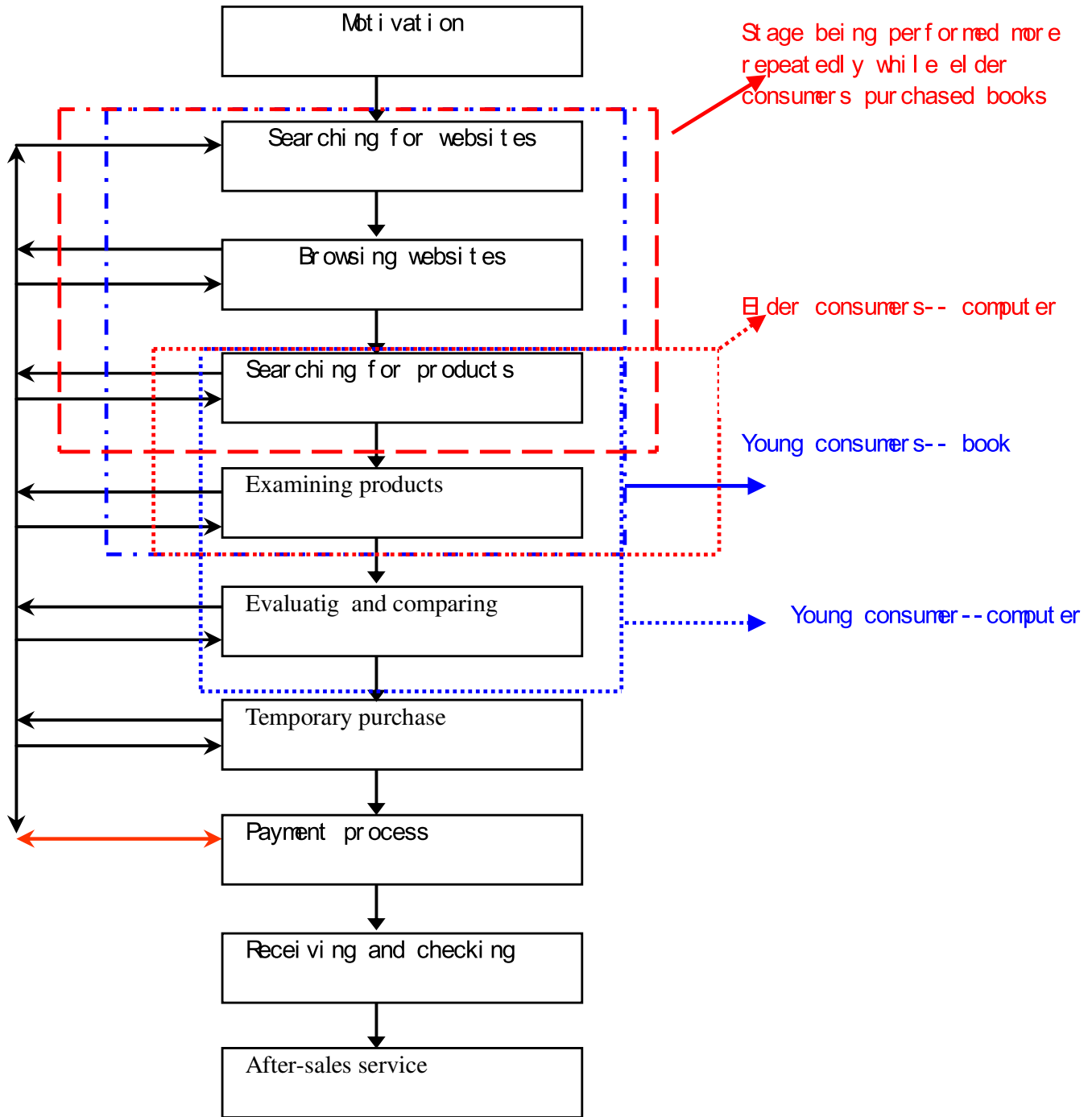
Figure 1. The B2C consumer behavior model for young and elder population.

than traditional shopping methods do. A huge amount of varied information tests the consumers' ability to process information, which influences their intention to browse or make a purchase. The most important interface design issue during the Internet shopping processes is thus website design. Some researchers designed a supporting interface for the "examining products" and the "evaluating and comparing" steps on a computer product website aimed at the younger population. This supporting interface helped consumers to review and compare products and to reduce their

mental workload during the shopping process. An observation experiment was conducted, using both subjective and objective indexes to measure the effects of this supporting interface. The results showed that the supporting interface design could indeed help young consumers to examine, evaluate, and compare products. For subjects with different shopping experiences, the degree of supporting effect was different in the "examining products" step and the "evaluating and comparing" step. Although this was an empirical study, the main subjects investigated were the

young population. The difficulties encountered would be quite different for the elderly consumer repeating the same procedures. Thus the supporting effects for them are still unknown.

Although most Internet users are young people, the percentage of elderly users has been increasing. The increasing level of education and change in population structure make a noticeable difference on the future ability and potential importance of Internet consumption by the elderly. Internet retailers should seek ways to exploit and create business opportunities in this new market. If they can understand the Internet shopping behavior of the elderly and the difficulties they generally encounter, they may further improve their design for supporting interfaces to facilitate interaction, for example by simplifying complex steps in the payment process. Information provided by current shopping websites can be reference material on which to base this improvement. The provision of consumer friendly shopping environments may relax the mental workload of the older consumer so that they can enjoy the convenience of Internet shopping (Kuo et al., 2010, 2011).

A CASE STUDY OF WEBSITE DESIGN OF CLIVEN IN TAIWAN

There has been increasing interest in computer-aided techniques and their applications in recent years (Ambe, and Weiss, 2010; Ding, 2010; Amini and Vahdani, 2008; Chang et al., 2008; Omurlu et al., 2008; Hsiao et al., 2005a, 2005b, 2005c, 2005d, 2005e; Chen et al., 2005a, 2005b, 2006a, 2006b, 2006c, 2007a, 2007b, 2007c, 2007d, 2007e, 2007f, 2008a, 2008b, 2008c, 2008d, 2008e, 2009a, 2009b, 2009c, 2009d, 2009e, 2009f, 2010a, 2010b, 2010c, 2010d, 2010e, 2010f, 2010g, 2010h., 2011a, 2011b; Hsieh et al., 2006; Yeh et al., 2008; Chen, 2006, 2009a, 2009, 2010a, 2010b, 2011a, 2011b; Lin et al., 2009a, 2009b, 2010c; Lin and Shih, 2010; Lin and Chen, 2010; Chen and Chen, 2010a, 2010b; Lee et al., 2010a, 2010b; Chiang et al., 2010; Chen and Huang, 2011; Kuo and Chen, 2011; Lee et al., 2010; Chen, 2010; Chen, 2011c; Chen, 2011d; Chen et al. 2004; Chen et al. 2011c; Chen et al. 2011d; Chiou et al., 2011; Hsu et al., 2010; Lin and Chen, 2010b; Lin and Chen, 2011; Liu et al., 2011; Lu et al., 2003; Shen et al., 2011; Tang et al., 2011; Tsai and Chen 2010; Tsai and Chen 2011; Tseng et al., 2011; Yang et al., 2008a; Yang et al., 2008b; Yeh and Chen, 2010; Yeh et al., 2011). This paper would integrate the computer-aided website and marketing management for the case study of Cliven products.

The history of Italian Cliven

Laboratori di Chimica Applicata srl (L.C.A) produces a line of cosmetics, make up and personal care items with the brand Cliven™ and it has been one of the greatest Italian Chemistry Company in the cosmetic field since 1958 (Figure 2). Its premises are in Italy, in the town of Limbiate, north of Milan. Its offices and production establishments cover an area of 30.000 m^2 of which 15.000 m^2 indoor. It is provided with the most modern

productive technologies and the potential of its highly automatized structures makes of L.C.A. the protagonist of cosmetic production in Italy. Its production is highly varied and includes the fullest range of items for personal care. L.C.A. cosmetics are the result of constant research and testing. They are formulated using strictly controlled raw materials and active principles with full regard of the most demanding standards of purity and innocuity in total observance of the Italian and European laws.

The Research and Development Laboratory fully equipped for chemical-physical and microbiological analysis is the basic support of the whole activity, both for the development of new products and for the quality control of daily production. Every product regularly undergoes tests of efficacy and is constantly controlled by the Laboratory in order to grant the best quality and stability in time. Eventually, all cosmetics are clinically tested in cooperation with the most prominent Italian Universities and with the officially recognized Institutes of Control. From the commercial point of view, for the last 15 years L.C.A. has devoted itself to enlarge and develop its presence on the international trade markets. Now it is steadfastly present in 50 Countries with the brand Cliven™ through a network of exclusive Distributors with which it holds agreements of strict cooperation about distribution, marketing and promotion.

Cliven website in Taiwan

Introduction of Cliven website

In order to check quality for each of the consumers and users, each product has been clinically tested, in which there is no adverse side effects. The products are automated production by computer aid to reduce human negligence, so it is absolutely safe by the consumer feedback.

Introduction of the selected product

There are detailed introduction for all the products. One of the products is described as follows (Figure 3):

Product Specifications: 1000 ml
Ingredients: See the original box
Trade Description: a rich foam, with Bodhi extraction fluid, soft, comfortable skin people to enjoy bathing, bubble bath, comfortable and energy given to the day, Exclusive formula: Plant wheat protein (Hydrolyzed Wheat protein) to suck water in hydrophilic layers deep moisturizing sebum, only deep moisturizing to combat moisture loss. And wheat proteins to give the skin nutrition, skin forms a layer of washed membrane (Film) protect the skin, Product use: bath, nutrition and moisture.
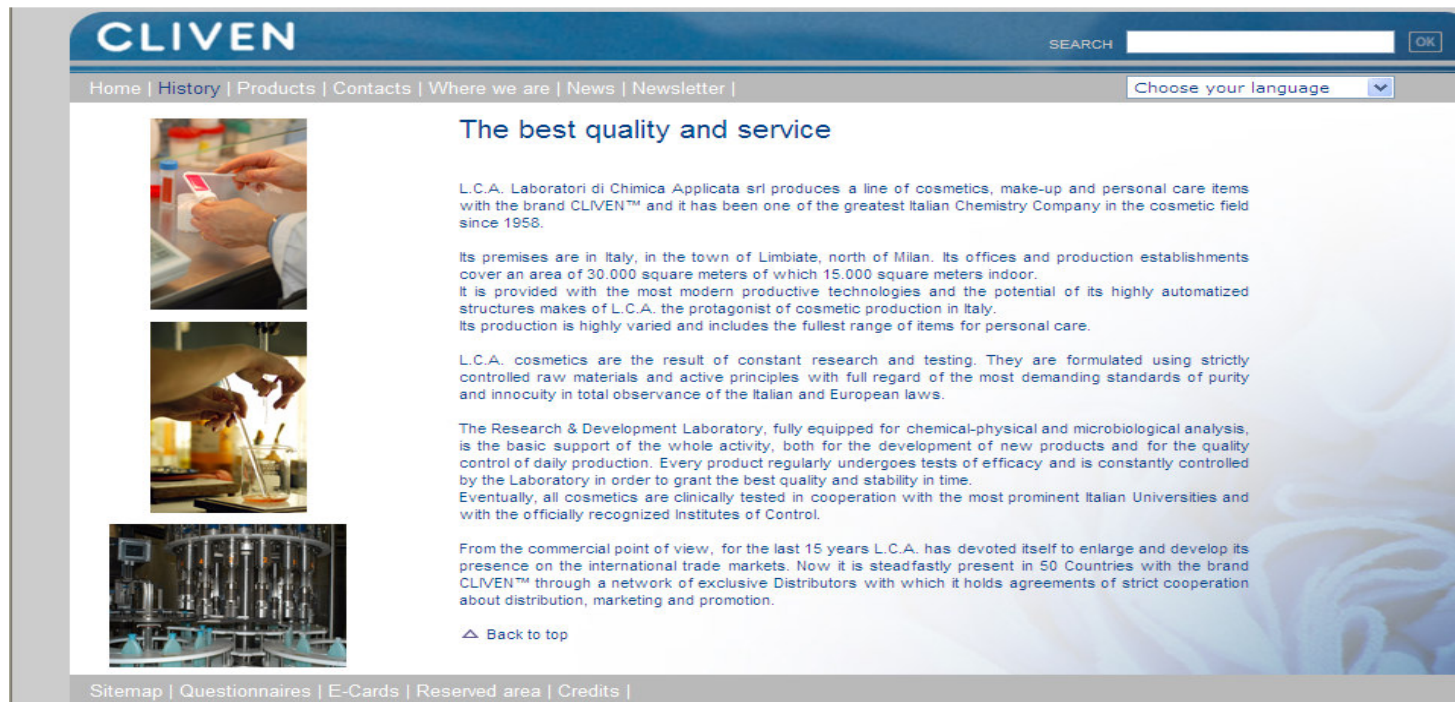Product Use: Shower: with bath ball.

Figure 2. The website of Italian Cliven products.

Figure 3. The detailed introduction.

Figure 4. The message from consumers.

Figure 5. The evaluation from consumers.

Bubble bath: pour the right amount in the bath, shower flush with rich foam.
Storage: Store in a cool place, avoid direct sunlight.
Canton makeup number: No. 9811047 Kaohsiung No. Guardian ad makeup.
Note: Please put the shade to avoid deterioration.

Message from consumers

The Taiwanese Cliven website has a merit that all consumers can leave messages to describe their feedbacks and experiences. The messages website is shown in Figure 4.

The evaluation from consumers

Because consumers can feedback their experience, the result is shown in Figure 5.

Conclusions

In the practical strategy business aspect, marketing effect can be maximized. There are three key paths: (1). Quality service providers must close the knowledge gap between the information poor and the information rich, especially in the gap between the second-generation and the third-generation. Otherwise the services would just be fashion commodities for the minority of elites and students. (2). Use customer curiosity in experiential marketing. Based on the experiences, consumers would actually be convinced to participate. The case study of Cliven products is demonstrated in the case study of this paper.

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