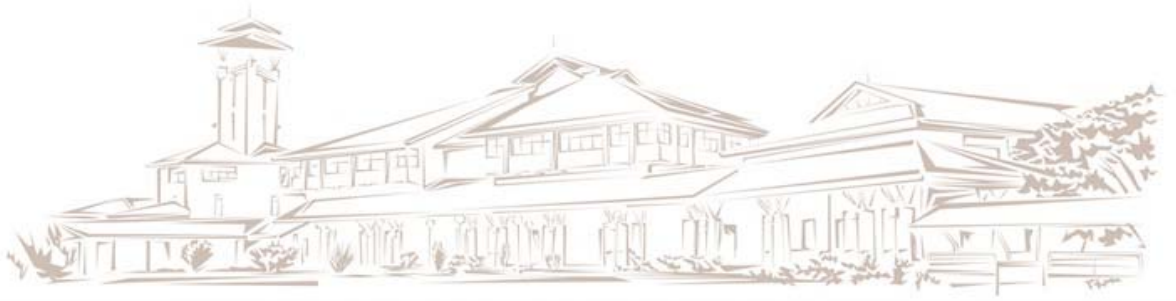


"A man is
great by
deeds, not by
birth"

-Chanakya

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Exploring the Role of Culture in Website Aesthetics

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Exploring the Role of Culture in Website Aesthetics

Abstract: The objective of this study is to look at internet marketing, with particular reference to website design through a cultural lens. In spite of its global reach, there has been evidence that usage and perceptions about websites varies with culture. This study attempts to look at how different elements of the website aesthetics could be perceived differently across cultures and provides propositions for the same. Culture has been operationalized on the basis of Hofstede's five dimensions and Edward Hall's classification. Conditions under which the aesthetics should be localised are discussed. Finally, a plan for testing the propositions empirically is put forward.

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