

Website Culture in Emerging Asian Economies: An Exploration of B2C Websites of Technology Enabled Organisations

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Abstract

Starting with Singh *et al.*'s (2003, 2005) work, diverse studies have sought to establish how websites are culturally oriented. A key strain thus runs through existing research is that the web-based environment is not culturally neutral - therefore, ignoring the predilections of different cultural groups towards online content will result in the failure to understand users' choice of artifacts, products, and services. This paper contributes to the complex and challenging issue of website culture by analyzing 53 B2C websites of technology-enabled organizations from India, China, Indonesia, and Malaysia. The emerging Asian economies are undergoing economic expansion and transformation, and the proliferation of the internet in these contexts are strongest in the world. As there is no study available on comparison of website culture of emerging Asian economies, this study is an important addition to the existing literature in terms of analysing the emergent patterns of cultural understanding from these contexts.

Keywords: Business Websites; China; Culture; Emerging Asian Economies; India; Hofstede

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