



THE CULTURALLY CUSTOMIZED WEB SITE

Customizing
Web Sites for
the Global
Marketplace



Patricia S. Young & Karen P. O'Brien

The Culturally Customized Web Site

Pride, William M. Pride

The Culturally Customized Web Site

The Culturally Customized Web Site Nitish Singh, Arun Pereira, 2005-04-18 In The Culturally Customized Web Site Nitish Singh and Arun Pereira focus on cultural aspects of international website design honing in on three objectives First to present a review and survey results on standardization localization issues on the web Second to present a scientifically tested framework to design culturally adapted international websites and provide marketers and web designers with practical web localization tools Third to show readers the power and effectiveness of culturally customized websites This is the first book to address the issue of website standardization localization or what the authors refer to as cultural customization Little evidence has been accumulated to show whether international consumers prefer to browse and buy from standardized global websites or websites adapted to local cultures The Culturally Customized Web Site provides insights into whether the web is a culturally neutral medium of communication or a medium impregnated with cultural values Also presented is empirical evidence as to whether local consumers prefer standardized websites or websites adapted to their culture Visit [www.theculturallycustomizedwebsite.com](http://theculturallycustomizedwebsite.com)

The Culturally Customized Website Sabine Picout, 2012 Studienarbeit aus dem Jahr 2006 im Fachbereich Dolmetschen bersetzen Note sehr gut Leopold Franzens Universit t Innsbruck

Translationswissenschaften Sprache Deutsch Abstract Customizing von engl to customize anpassen wird definiert als kundespezifische Anpassung einer Standardsoftware an die Bed rfnisse einer Kundenorganisation Das Customizing erfolgt durch Programm nderungen Individualprogrammierungen oder durch Setzen von Parametern die Umfang und Aussehen Konfigurierung oder das Verhalten und die Ergebnisse Parametrisierung einer Standardsoftware beeinflussen Weltweit t tige Unternehmen m ssen mit ihren Webseiten Menschen aus unterschiedlichsten Kulturen ansprechen Die berzeugungskraft einer Webseite jedoch auch von globalen Marken stehen in Zusammenhang mit der Kultur denn diese wirkt sich wiederum darauf aus wie der Einzelne Informationen wahrnimmt verarbeitet und interpretiert Kulturelle Rahmenbedingungen die einen Menschen umgeben m ssen daher unbedingt in die berlegungen rund um die Gestaltung einer Webseite miteinbezogen werden Um einen zufriedenstellenden WebROI d h return in investment und eine m glichst hohe Konversionsrate d h prozentuales Verh ltnis zwischen Klicks auf einen Link und danach get tigten K ufen zu erzielen ist selbst bei globalen Marken das Customizing der entsprechenden Webseite u erst vorteilhaft da nur so maximale Kundenzufriedenheit Kundenbindung sowie ein angenehmes Surf Vergn gen gew hrleistet wird In der folgenden Arbeit wird anhand von Beispielen veranschaulicht wie die drei Kernfaktoren von Kultur n mlich Wahrnehmung Symbolik und Verhalten sich auf die Akzeptanz von Webseiten auswirken und werden damit verbundene Probleme beleuchtet

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