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ROLES OF PRODUCT APPEARANCE IN ONLINE PURCHASES

aesthetic value

Overall more than **%80** of the participants responded to the aesthetic value as purchasing online.

53%

of the subjects say simple* is better.

*described as unity or continuity of product shape or color by the participants



functional value

of the subjects assessed the robustness of the laptop stands through their forms.

%13 of them perceived risk in use of the product with visible and complex mechanism, like screws and hinges.

67%

It was mentioned a lot by

44% of the subjects while purchasing a headphone.

44%

ergonomic value

The simple looking laptop stands were preferred by **%44** of the subjects since they seem easier to use.

%34 of the participants looked for a comfy pair of headphones.

attention drawing value

It was only mentioned **3** times by the participants as choosing a laptop stand.

ease of categorization value

Almost **%40** of the subjects preferred to purchase an item which can be easily identified as a laptop stand.

"This seems nice but it is a bit like a forklift, so I wouldn't go for that one."



around **70%**

41% for laptop stand

72% for headphones

almost **70%** for headphones

symbolic value

%44

"my headphone should fit my style."

%35

"headphones are like fashion accessories."

%27

"my laptop stand should visually represent me."

non-visual product features

Some visually recognizable product functions

58%

influenced **%58** of the subject while performing the task of purchasing a headphone.

price

It was considered by more than **%40** of the total sample as purchasing a headphone.

41%

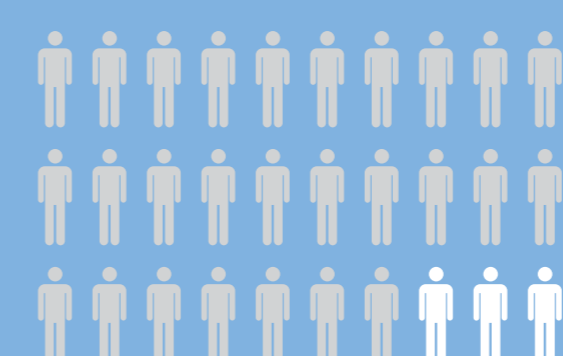
By **%16** of the them, the price was perceived as a sign of quality.

48%

%48 of the subjects considered price as purchasing a laptop stand.

The images were perceived as an information source in online platforms by

%93 of the subjects.



product images

%27 of them thinks in-context images are helpful to understand the use of the product.

%53 of the subjects understand the main product functions through the images.

%16 associates product images with the perceived risk in online environments.