

Novel or typical?

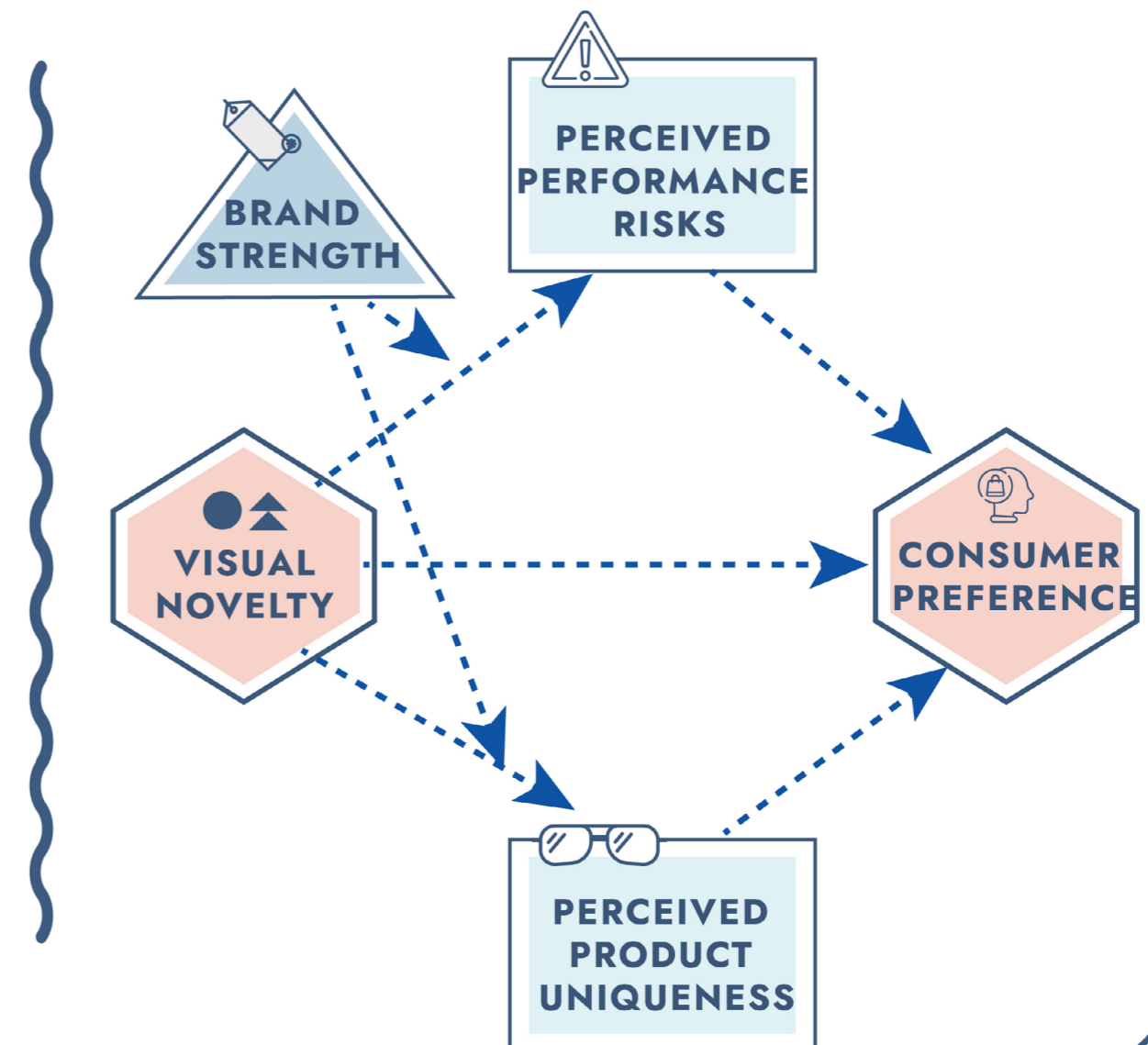
DESIGN GUIDELINES FOR BRANDS

INTRODUCTION

Visual Novelty, referring to the deviation of the product design from the prototype of a category, is proved to influence consumer purchase decisions. A brand is often used to assist in making purchase decisions. It might be interesting for designers and brand managers to know how different brands should choose the proper level of visual novelty to gain consumer preference. This research investigated **the joint influence of brand strength and visual novelty on consumer preference**. In this study, we focused on products bought of both utilitarian and expressive motives, as most products provide both values to consumers.

HYPOTHESES

- 1 For strong brands, perceived uniqueness mediates the effect of visual novelty on consumer preference, as higher levels of visual novelty increase the perceived uniqueness of the product.
- 2 For weak brands, perceived performance risks mediate the effect of visual novelty on consumer preference, as low levels of visual novelty decrease the perceived performance risks.
- 3 When purchasing a product with both expressive and utilitarian importance, consumers prefer a more novel design for a strong than than a weak brand.



METHOD



A pretest

- 2 levels of visual novelty
- 2 levels of brand strength



A main study

- four conditions
- online questionnaires
- 159 participants

1



Brand name
PHILIPS

2



Brand name
JOCUU

3



Brand name
JOCUU

4



Brand name
PHILIPS



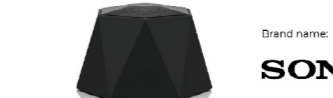
Brand name
SONY



Brand name
Vanzon



Brand name
Vanzon

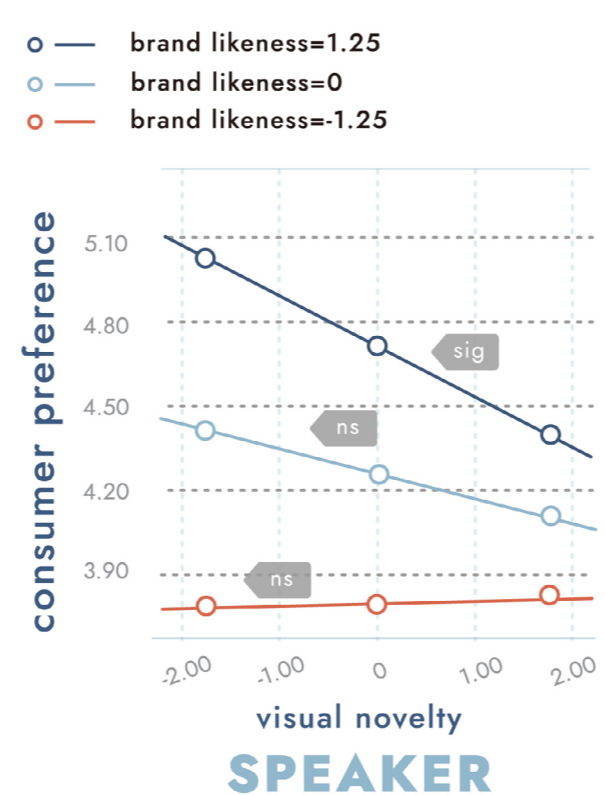
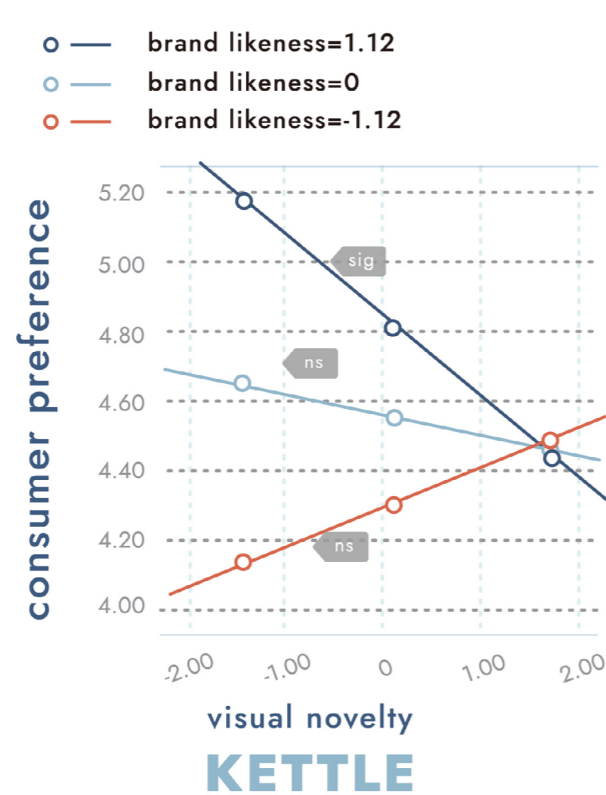


Brand name
SONY

FINDINGS

- **People more strongly prefer a visually typical product for a strong brand than a weak brand.** Moreover, the preference for a typical design is less significant for a weak brand.
- High levels of visual novelty can assist people in the expression of personality and distinguishing from others, it did not serve as an added value for the purchase of the relatively utilitarian products used in this study.
- For a weak brand, people are less likely to use low levels of visual novelty as a cue to decrease the perceived performance risk

INTERACTION EFFECT



DISCUSSION

- 👉 The product categories driven by **mainly utilitarian motivations** → preference for typicality
- 👉 Strong brands as quality signals
- 🕒 Less fluent processing between novel designs and established brand image of stronger brands
 ↳ Such preference is stronger for strong brands
- ⚠️ low-risk perception of the product categories used

DIFFERENCES OF PRODUCT CATEGORIES

