6 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. 
*Based on an analysis of product shape or color by the participants.

**functional value**
of the subjects assessed the robustness of the laptop stands through their forms.

67% of them perceived risk in use of the product with visible and complex mechanism, like screws and hinges. 

It was mentioned a lot by 44% of the subjects while purchasing a headphone.

**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.

72% for headphones 

1/2 "playing safe" neutral colors
"making a statement" poppy colors
1/2

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

"It seems nice but it is a bit like a fork, so I wouldn’t go for that one."

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

**price**

41% of the total sample as purchasing a headphone

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% associated product images with the perceived risk in online environments.

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