

LIGHTING UP YOUR PRODUCT!

The influence of retail lighting on product perception

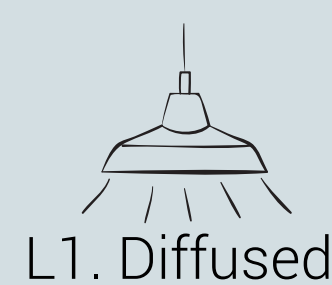
GOAL

Gaining insights into the influence of lighting on product perception in the online retail context. Perception was measured as expressive (aesthetic and symbolic value) and utilitarian values (perceived quality, ease of use, and functionalities).

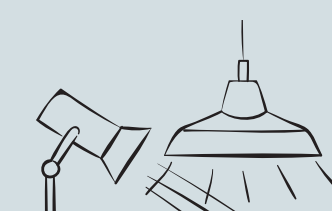
PROCEDURE

Products were photographed in four lighting conditions. L1, L2, and L3 examined the influence of diffuseness, and L4 examined the influence of an increase in brightness. 113 participants were assigned to one of the conditions, and evaluated the products via an online questionnaire.

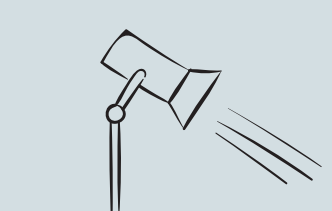
4 (products) x 4 (lighting conditions) mixed experimental design



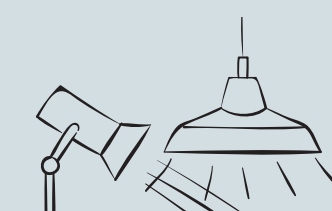
L1. Diffused



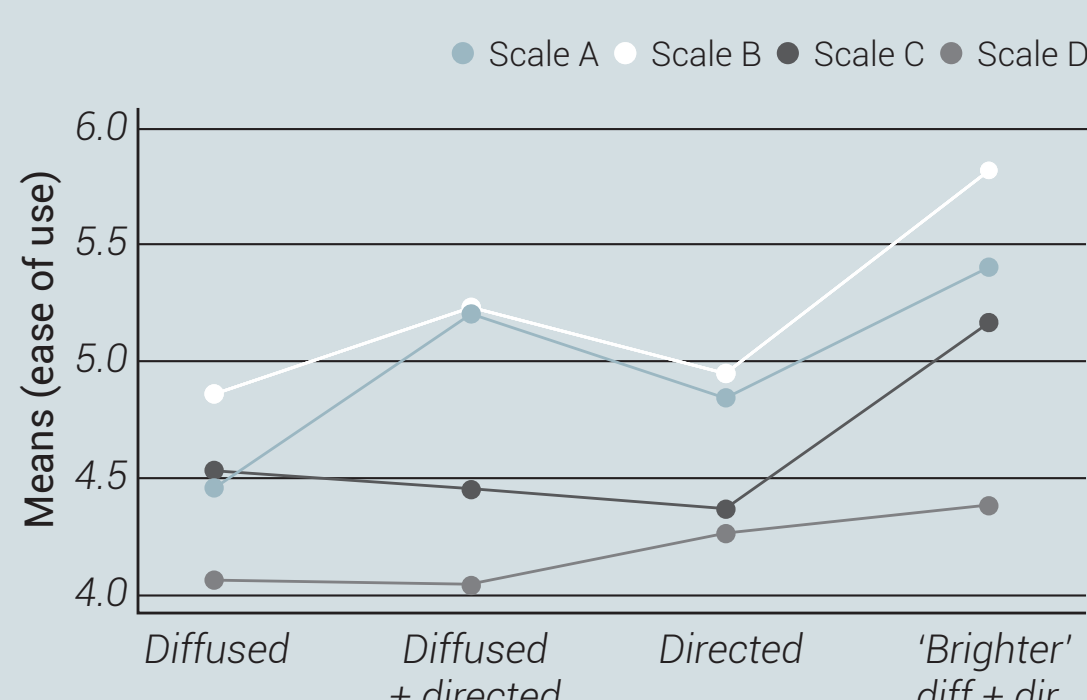
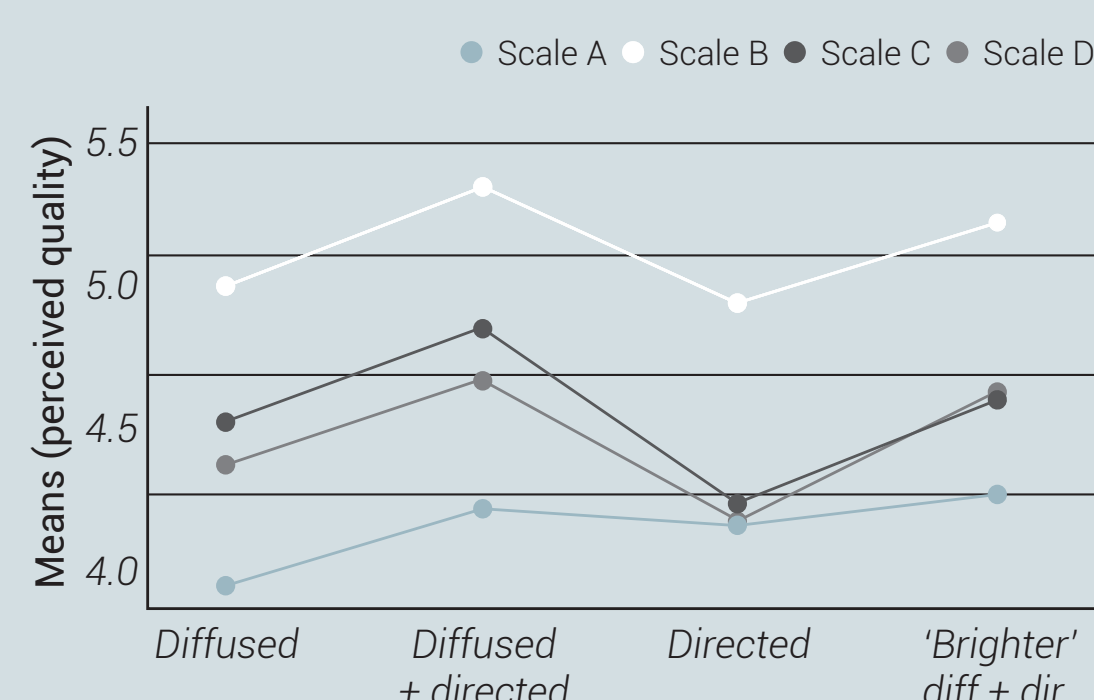
L2. Diffused + directed



L3. Directed



L4. 'Brighter' diff + dir



RESULTS

Perceived quality was evaluated most positive in the diffused and directed condition, and ease of use in the 'brighter' diffused and directed condition. No significant differences were found for the other value dimensions of product perception.

DISCUSSION

In general, a condition with diffused and directed lighting is recommended for online product photography. Directed lighting is needed to make glossy objects look shiny. Nowadays, products for (online) retailers are commonly photographed using professional light boxes or lighting solutions, which often only produce diffused light.



Annet Bakker
Lighting up your product!
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Integrated Product Design

Committee Dr. S.C. Pont
Dr. M.E.H. Creusen

