

Study on Effective Type of Product Photographic Display in the Online Grocery Shopping Environment – Focused on newly introduced brands of bottled water –

온라인 식료품 쇼핑 환경에서 제품 사진 디스플레이 타입의 효율성에 관한 연구

– 새롭게 출시되는 생수 제품 중심으로 –

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CONTENTS

1. Introduction
 - 1.1. Aim of the study
 - 1.2. Research method

2. Research background
 - 2.1. Water products as top selling category in online shopping malls
 - 2.2. Physical characteristics of water products in online POS display settings
 - 2.3. Characteristics of typical online food shopping display environment
 - 2.4. Typical types of product photo display shots

3. Literature review
 - 3.1. Experienced goods vs. Search goods
 - 3.2. Information focused vs Shape focused product display

4. Survey
 - 4.1. Selection of samples
 - 4.2. Experimental design
 - 4.3. Selection of survey participants

5. Research results and analysis

6. Conclusion

- References

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요약

중심어

제품 사진
제품 디스플레이
온라인 식료품

본 연구의 목적은 새롭게 등장하는 생수 제품들의 홍보를 위해 온라인 point-of-sales 환경에서 효율적인 제품 사진 디스플레이 유형을 알아보기 위한 연구이다. 온라인 쇼핑 환경에서의 생수 제품 이미지는 스크린 화면에 맞게 사이즈가 확연하게 줄어 디스플레이 되는 등 온라인 식료품 쇼핑 환경과 오프라인 식료품 쇼핑 환경은 대조적이다. 또한 소비자가 제품들을 자유롭게 분석할 수 있는 오프라인 쇼핑 환경과는 다르게 온라인 쇼핑 환경에서는 특정 제품 이미지들이 미리 선정되어 스크린에 디스플레이 된다. 세 가지의 수입 생수 제품들이 설문 샘플 으로 사용되었고 온라인 형태의 설문조사가 실행되었다. 설문조사 자료는 국내에서 가장 큰 온라인 식료품 체인의 디스플레이 템플릿에 맞게 준비되었다. 가장 전형적인 타입의 제품 관련 사진들이 point-of-sales 제품 디스플레이 사진들 으로 선정되었다. 연구에서 두 가지 주요한 결과가 확인되었다. 첫째, 선행연구들에서 온라인 제품 디스플레이 유형에 관해 상반되는 관점이 있었다. 그러나 연구결과 대다수의 실험 참여자들이 제품 혹은 제품들 전체가 보이는 와이드 샷 유형의 제품 디스플레이에 가장 큰 관심을 나타냈다. 특히 세 개의 제품으로 구성된 와이드샷 사진에서 가장 큰 관심을 보였다. 두 번째로는 라벨 중점적인 제품 사진보다 제품의 전반적인 패키지 모양이 드러나는 제품 사진들을 선호하였다. 본 연구는 온라인 식료품 마켓에 새롭게 출시되는 브랜드의 생수 제품들이 보다 효율적인 제품 사진들을 선정하는데 도움을 줄 수 있다.

ABSTRACT

Keyword

Product photograph
Product display
Online grocery

This study was conducted to investigate the effective type of photographic displays for an online point-of-sales environment in order to promote new bottled water products. For the past few years, bottled water has been the best-selling product category in both offline and online markets. Online grocery shopping environment is contrasting to offline grocery shopping environment that in online malls, water bottle product images are shrunk down in size dramatically to fit in the online display. Furthermore, unlike offline shopping environment where consumers can freely analyze products on their own, in online settings, certain product images are pre-selected then displayed in screens. An online survey was conducted for three imported brands of bottled water as representative samples. Survey materials were prepared for an online display template in one of the biggest online grocery chains in South Korea. The point-of-sales photographs for the product displays were selected in accordance with the most typical types of product-related pictures. Two major findings were noted. First, prior studies have presented contrasting views about the types of online product display styles. However, the current study's participants stated that wide-shot product displays, which show the whole product(s), gain most attention. This is especially the case with wide-shot photographs composed of three product images. Second, the participants responded that product photographs revealing the general package shape are preferred to label-focused photographs. The findings can be useful for selecting effective types of product photographs in online grocery markets that display new brands of bottled water.

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1. Introduction

As we move from an offline to online grocery shopping environment, there is a need to identify the most effective types of point-of-sale displays for the latter. These displays differ significantly from those of the offline environment in many ways. One of the differences and challenges is that the online shopping environment preselects a prepared product image for consumers, whereas in offline stores, consumers can freely navigate around aisles and examine products on their own. It is difficult to distinguish the most effective degree of exposure and level of detail that attract online grocery shoppers and that differ significantly from offline point-of-sales material. In the area of wellness awareness, consumers are bombarded with a confusing array of bottled water, offering unique ingredients and health benefits from diverse sources worldwide. Indeed, numerous unfamiliar brands of bottled water have invaded the market, with product information tending to be on the labels.

Surveys prove that most consumers use online markets to purchase bottled water; thus, an effective type of display image for bottled water sold by online grocery markets can provide consumers with greater convenience and result in improved sales. Unlike colored or textured beverages, such as fruit juice or tea, the nature of water is transparent; consequently, in order to check the ingredients, close-up photographs of labels may be more suitable than zoomed-out images. Moreover, because studies indicate that consumers are interested in seeing the actual content of a bottle in addition to the label, further questions arise about the validity of zoomed-out full-body photographs. The issue then becomes: What type of online photographic display is most attractive to consumers for new and unfamiliar brands of bottled water?

The rest of this introduction discusses the study's aim and methodology. Section 2 provides the background to the research, while section 3 presents a literature review. Section 4 describes the study's survey and is followed by a presentation of the results and an analysis (section 5). Section 6 offers a conclusion.

1.1. Aim of the study

This study's purpose is to investigate bottled water and consider, in the context of the online shopping environment, the most effective types of display photographs when such products are new and unfamiliar. Thus, the study aims to establish the following.

- i) The most attractive photographs of new and unfamiliar bottled water for online shopping displays.
- ii) The preference for label-focused photographs or photographs of a whole product.

1.2. Research method

An online survey was conducted to investigate the attractions of label-focused photographic displays and displays that focus on the whole product. In this regard, three imported brands of bottled water with similar visual characteristics were selected as representative samples. An experimental pdf design was prepared that contained six types of the most typical photographs of the selected products. Thus, in total, 18 different photographs of product displays were created. These photographs were placed on an existing online shopping display template. The study's participants were asked to identify the photograph that attracted their attention instantly. They were also asked for their preferences regarding label-focused product displays and photographs that displayed the

whole product's package.

2. Research Background

2.1. Bottled water as a top-selling category in online grocery shopping malls

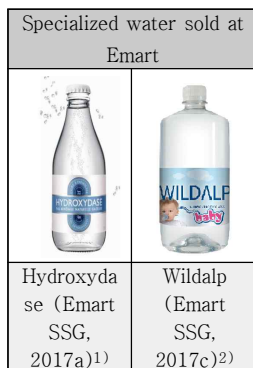
For the past few years, bottled water has been the best-selling product category in both offline and online markets. Indeed, e-commerce stores and online shopping malls such as Auction and Tmon have announced that their number-one selling category is bottled water.⁵⁾ The reasons for the phenomenon can be analyzed in diverse ways. For example, bottled water is heavy and thus uncomfortable to carry in offline stores. Further, bottled

water is gaining greater recognition for its beneficial ingredients, a situation that reflects the constant rise of interest in health and wellness (inews24, 2016). Because of the increasing recognition of the health benefits associated with consuming good-quality water, diverse types of new bottled water are either being produced domestically or imported.⁶⁾ The market for bottled water is growing and the variety of such water is rising



〈Image 1〉 Premium water cafes

constantly. As a result, the number of premium water cafés, such as Shinsegae Water Bar or CJ Drop says drop (see Image 1), is increasing. Even the online mass market store Emart sells specialized water for babies, Wildalp water from Austria, and Hydroxydase, a sparkling water from France that claims to be the water with the richest mineral content in the world (Wildalp Water, 2017) (see Image 2).⁷⁾



〈Image 2〉 Specialized water sold by Emart

2.2. Physical characteristics of water products in online POS display settings

Most beverage products are packaged in bottles or packs that have vertically linear shapes. Most bottles are also taller than they are wide with contrasting vertical and horizontal size ratios. In the online shopping environment, consumers have difficulty identifying some products because such items are shrunk dramatically in size in order to fit the display frames (Sundar and Noseworthy, 2014). Although many qualities may catch consumers to pay attention in online markets, visibility is one of the foremost. Products can be broadly grouped into search goods and experience goods. Search goods are the types of products that reveal informational details externally and allow consumers to make their own decisions by reading labels. Experience goods are products that relate to users' actual experiences and interactions (see Table 1). Experience goods usually involve more difficult purchase decisions (Kim and Yoon, 2007). Bottled water, especially those brands that are new to the market, can be categorized as experience goods; in other

1) Emart SSG, emart.ssg.com keyword:hydroxydase 2017.10.29

2) Emart SSG, emart.ssg.com keyword:Wildalp 2017.10.29

3) Hankyung magazine http://magazine.hankyung.com/money/apps/news?popup=0&nid=02&nkey=2012070200086067412&mode=sub_view 2012.07

4) CJ News, http://www.cj.net/cj_now/view.asp?bs_seq=7134&callTp=&schPgSize=10&schBsTp=1

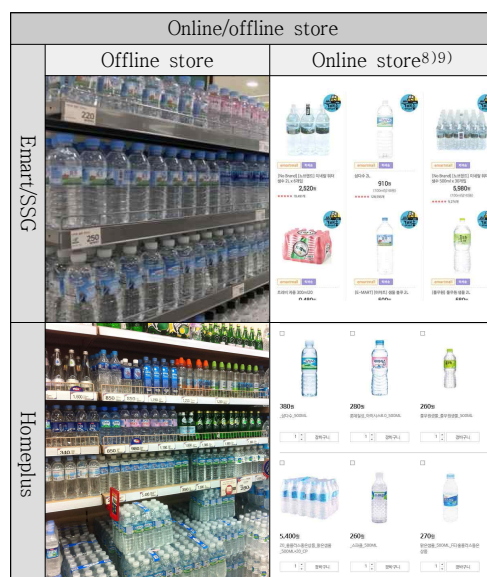
5) Tmon, <http://corp.ticketmonster.co.kr/?p=880> 2015.08.06

6) inews24, http://news.inews24.com/php/news_view.php?g_serial=975041&g_menu=022300 2016.08.18

7) Wildalp Water, <http://www.mybabywater.com>

8) Emart SSG, emart.ssg.com keyword:water 2017.10.29

9) Homeplus, Homeplus.com keyword:water 2017.10.29



〈Image 3〉 Online and offline grocery shopping display environment

such images can be categorized as follows: extreme close-ups that show partial elements of label designs, close-ups that show entire labels, medium and medium-wide shots that show the upper part of products' packaging, wide shots that show entire products, and extreme wide shots that show a group of products in one frame.

3. Literature Review

〈Table 1〉 Search goods and experience goods

| Product type | Characteristics | Product category examples |
|------------------|--|--|
| Search goods | Technical details and information is explained | Books, electronic devices, digital information content |
| Experience goods | Directly visible analysis | Fashion, food, cosmetics |

difficult purchase decisions (Kim and Yoon, 2007).¹¹⁾ Bottled water, especially those brands that are new to the market, can be categorized as experience goods; in other words, consumers are more likely to buy bottled water with which they are familiar. Newly introduced brands of bottled water face tough competition from rival brands that benefit from a longer history. This competition can be fiercer than that faced by other food and beverage products that feature colors and/or textures.

3.2. Information-focused and shape-focused displays of products

Studies indicate that when consumers purchase certain goods, vision accounts for 87% of the decision-making process (Kim and Nah, 2013)¹²⁾. Although most studies

words, consumers are more likely to buy bottled water with which they are familiar. Online product displays are expected to provide the information that consumers need when products are dramatically reduced in size.¹⁰⁾ Further, in an offline store, consumers can walk down aisles and examine the different dimensions of products, whereas an online shopping environment presents two-dimensional photographs of products on flat monitor screens.

2.4. Typical types of photographs of products

Although there are many styles of photographs in online shopping malls, most of

3.1. Experience goods and search goods

Products can be broadly grouped into search goods and experience goods. Search goods are the types of products that reveal informational details externally and allow consumers to make their own decisions by reading labels. Experience goods are products that relate to users' actual experiences and interactions (see Table 1).

Experience goods usually involve more

10) Aparna Sundar & Theodore J. Noseworthy. "Place the Logo High or Low? Using Conceptual Metaphors of Power in Packaging Design", Journal of Marketing, Vol.78(2014), pp.138-151.

11) Kim, Yoon, "The influence of the image style of product information in the online shopping on consumer choice", Design Trend Association of Korea, (2007), pp.153.

12) Kim, Nah, "A Research on Function of Color That is Applied to Package Design of Soft Drinks" Journal of Korean

emphasize that online product displays should in general show detail, there are different perspectives on the specific ways in which products should be displayed.

Benn, Webb, Chang, and Reidy (2015) demonstrate that consumers are more interested in images of products than in examining detailed written information.¹³⁾ The authors suggest that additional strategies are needed to encourage consumers to view product information. Lee, dong-il and Choi, seung-hoon (2011) suggest that online shopping malls should provide more concrete information than offline stores.¹⁴⁾ Indeed, both studies insist that greater amounts of detailed product information should be shown in the online shopping environment, especially for experience goods. Because most details of products are written on labels, the studies further propose that online displays of products should focus on labels. This approach may be even more suitable for bottled water because water is transparent; thus, we cannot measure or distinguish anything with our eyes. Consequently, unlike colored or textured beverages, the only information available about bottled water is on the labels.

Several studies also emphasize the importance of revealing the entire shape and form of products. Becker, Rompay, Schifferstein, and Galetzka (2011) compare the influence of package designs and taste impressions.¹⁵⁾ The authors demonstrate that overall shape, curvature, and color are the most influential factors for the purchase decisions of consumers, especially those who are design sensitive. Gomes, Hurley, Duchowski, Darby, and Ouzts (2014) state that full-body graphic labeling of beverage products in markets does not dominate consumer attention compared with partial-body graphic labeling, especially in the case of unfamiliar products.¹⁶⁾ The main reason is that consumers are more interested in seeing the actual liquid content that lies beyond the packaging's labels. However, does this principle apply in the same way for transparent beverages?

4. Survey

4.1. Selection of samples

Acqua Filette, Mount Franklin, and Canada 's Whistler Water are the three bottled water brands chosen for the online survey. The brands were selected because of their similarity in basic package design. The designs have minimal differences in terms of color, layout, illustration, typography, and graphic images (see Table 2).

Color is known to be the most psychologically influential element in packaging design. Thus, the samples were chosen primarily because their bottles are similarly colored. Moreover, the samples did not have distinctive design features that could distract the survey's participants when they were asked to select attractive images. All three representative bottled waters are also packaged in similar materials with product sizes, label size ratios, and name lengths that are almost the same. In addition, the language used for the information on the labels is identical. Further, the selected bottled waters

Society of Communication Design", Vol.20(2013), p.52.




13) Benn, Webb, Chang, Reidy, "What information do consumers consider, and how do they look for it, when shopping for groceries online?", *Appetite*, Vol.89(2015), p.265.

14) Lee, Choi, "The Usefulness of Product Display of Online Store by the Product Type of Usage Situation Focusing on the moderate effect of the product portability", *Journal of distribution research*, Vol.16(2011), p.1.

15) Becker, Rompay, Schifferstein, Galetzka, "Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations", *Food Quality and Preference*, Vol.22(2011), p.17.

16) Gomes, Hurley, Duchowski, Darby, Ouzts, "The Effect of Full Body Versus Partial Body Graphic Labelling on Beverage Packaging", *Packaging Technology and Science*, Vol.27(2014), p.933.

〈Table 2〉 Characteristics of the representative samples of bottled water

| Basic elements in package design | | | |
|----------------------------------|---|--|---|
| Product name | Acqua Filette | Mount Franklin | Canada's Whistler Water |
| Product image |  (Acqua Filette, 2017) ¹⁷⁾ |  (Mount Franklin, 2017) ¹⁸⁾ |  (Canada's Whistler Water, 2017) ¹⁹⁾ |
| Color | Silver and blue | White and blue | White and blue |
| Layout | Brand name in the middle, minimal description | Brand name in the middle, minimal description | Brand name in the middle, minimal description |
| Illustration | Minimal | Minimal | Minimal |
| Typography | English sans serif and Italics | English sans serif | English serif |
| Graphic image | Minimal | Minimal | Minimal |

are not sold online or offline in Korea. They are also not packaged in similar materials as the bottled waters of Homeplus, Emart, and Lotte Mart. Thus, the samples were new to the survey's participants. In order to confirm that the participants were not familiar with the selected bottled waters, all participants were questioned prior to starting the survey to ensure the accuracy of the results.

4.2. Experimental design

The experimental design comprised a three-page pdf with six of the most typically used photographic styles. The styles were applied to each of the three bottled waters (University of Texas at Dallas, 2017).²⁰⁾ The six photographic styles are as follows.

- a) Extreme close-up
- b) Close-up
- c) Medium/medium-wide shot
- d) Wide shot (full shot of one product)
- e) Wide shot (full shot of three products)
- f) Extreme wide shot (long shot)

The medium and medium-wide shots are merged as one style because the positions of the labels differ slightly. In addition, two different styles of wide shot were included, a wide shot with one product and a wide shot with three products, because most online grocery stores typically include wide shots that show more than one product. All 18 frames were then photoshopped to an existing online store display template of Emart SSG (see Image 4). This online store was chosen because it is one of the top three biggest online grocery store chains in South Korea. Moreover, it has the most diverse number of imported bottled waters among the top three.

4.3. Selection of the survey's participants

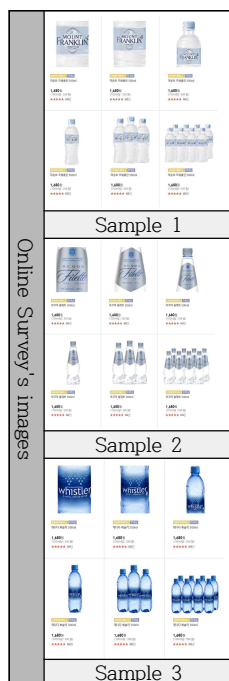
A total of 50 individuals from the Cyber Campus of the Catholic University of Korea participated in the online survey. The selected participants were 19 to 25 years old. Those in this age group have credit cards for online purchases and are familiar with online grocery shopping. The results were also submitted through the Cyber Campus. The survey first ensured that all participants were unfamiliar with the selected bottled waters. The survey then collected responses to questions that included the following. Which

17) Aqcu Filette, <https://www.acquafilette.it/?lang=en>

18) Mount Franklin, <https://mountfranklinwater.com.au/>

19) Canada's Whistler Water, <http://whistlerwater.com/>

20) University of Texas at Dallas, Elements of Cinematography: Camera
<https://www.utdallas.edu/atec/midori/Handouts/camera.htm#types>



〈Image 4〉 Online survey's pdf material

photograph of the bottled waters instantly attracts your attention? Do you prefer label-focused photographs or photographs that show the entire product when shopping for unfamiliar bottled water online? All those involved in the survey were advised that their participation would be treated with the utmost confidentiality. All other ethical guidelines were also followed.

5. Research Results and Analysis










〈Table 3〉 The survey's results

| Rank (most to least) | Survey results | | |
|----------------------------|--|----------------------------|---|
| | Sample 1 | Sample 2 | Sample 3 |
| 1 | Wide shot (trio) | Wide shot (trio) | Wide shot (trio) |
| 2 | Wide shot (one) | Wide shot (one) | Wide shot (one) |
| 3 | Extreme close-up, extreme wide shot | Medium/medium-wide shot | Extreme wide shot |
| 4 | Medium/medium-wide shot | Extreme wide shot | Extreme close-up, close-up, medium/medium-wide shot |
| 5 | Close-up | Close-up | N/A |
| 6 | N/A | Extreme close-up | N/A |

Table 3 presents the survey's results. Those who completed the survey were 27 female participants and 23 male participants. Some questions were misunderstood or left blank. These questionnaires were eliminated from the results and analysis. The most attractive photographic style is the wide shot that shows three entire products. The second most attractive photographic style is the wide shot that shows one entire product. The participants did not find the remaining four photographic styles particularly attractive. The preference for wide shots became even more evident when 90% of the participants answered that they prefer photographs that show an entire product

instead of just a label. Table 4 has further details of the survey's results.










〈Table 4〉Further details of the survey's results

| Shots | Sample 1 | Sample 2 | Sample 3 |
|---------------------|--|--|--|
| Extreme close-up |  Whistler 1,680원 (1,000원) (336원) ★★★★★ 682건 |  Mount Franklin 1,680원 (1,000원) (336원) ★★★★★ 682건 |  Fila 1,680원 (1,000원) (336원) ★★★★★ 682건 |
| % | 8% (4) | 2% (1) | 4% (2) |
| Close-up |  Whistler 1,680원 (1,000원) (336원) ★★★★★ 682건 |  Mount Franklin 1,680원 (1,000원) (336원) ★★★★★ 682건 |  Fila 1,680원 (1,000원) (336원) ★★★★★ 682건 |
| % | 4% (2) | 6% (3) | 4% (2) |
| Medium/medium wide |  Whistler 1,680원 (1,000원) (336원) ★★★★★ 682건 |  Mount Franklin 1,680원 (1,000원) (336원) ★★★★★ 682건 |  Fila 1,680원 (1,000원) (336원) ★★★★★ 682건 |
| % | 6% (3) | 14% (7) | 4% (2) |
| Wide (one) | | | |

6. Conclusion

This study was conducted to investigate the most attractive photographic style for newly introduced bottled water in the online grocery shopping environment. The literature has contrasting views about such styles. Some studies state that label-focused photographs are suitable for experience goods such as bottled water. Others emphasize that presenting entire products online is more effective because consumers are interested in the content beyond labels. Since one of the most significant reasons for the rise of interest in bottled water is the product's different healthy ingredients and nutritional benefits, label-focused photographs seem likely to be the more attractive photographic style because most information is written on the labels.

However, the survey demonstrated that new bottled water brands are likely to gain most attention in the online grocery-shopping

| | | | |
|-------------------|---|---|---|
| |  |  |  |
| | 1,680원 (1,000원 - 336원) ★★★★★ 68점 | 1,680원 (1,000원 - 336원) ★★★★★ 68점 | 1,680원 (1,000원 - 336원) ★★★★★ 68점 |
| % | 28% (14) | 26% (13) | 28% (14) |
| Wide (trio) |  |  |  |
| | 1,680원 (1,000원 - 336원) ★★★★★ 68점 | 1,680원 (1,000원 - 336원) ★★★★★ 68점 | 1,680원 (1,000원 - 336원) ★★★★★ 68점 |
| % | 40% (20) | 40% (20) | 40% (20) |
| Extreme wide shot |  |  |  |
| | 1,680원 (1,000원 - 336원) ★★★★★ 68점 | 1,680원 (1,000원 - 336원) ★★★★★ 68점 | 1,680원 (1,000원 - 336원) ★★★★★ 68점 |
| % | 8% (4) | 8% (4) | 12% (6) |
| N/A | | | |
| % | 6% (3) | 4% (2) | 8% (4) |

environment when the photographs are wide shots. In particular, wide shots that include three products can be the most effective photographic style because participants responded that not only do these shots provide full-body images of products, they also offer greater visual stability and create fuller images than wide shots with only one product.

Participants were not attracted to label-focused close-up shots because, according to the comments made during the survey, extreme close-ups and close-ups that focus on labels are visually and psychologically disturbing. Most participants preferred to see complete products, even though the labels' details are less visible and the bottles' contents are transparent. This finding shows that although studies state that products in the online shopping environment should provide thorough information, such an approach does not apply to the main photographs.

The current study's result suggests that full-body photographs are much preferred as the main display shots. Moreover, because prior studies prove that consumers are keen to see the details of products, close-up shots may be provided as secondary photograph. With the constant addition of new bottled water brands in markets, and the move to online grocery platforms, this study's results can be helpful when applied to online grocery shopping displays.

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