

SUMMARY /

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“Study on Effective Type of Product Photographic Display in the Online Grocery Shopping Environment – Focused on newly Introduced Brands of Bottled Water”

(Korea Society of Basic Design & Art, Korea)

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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.