

A Study of Perceived Spaciousness in Product Display Visualization Types in Online Markets and Its Influence on Consumer Attitude*

- Focused on Korean Soup/Stew Products Targeting the Older Adults -

온라인 매장의 제품 시각 디스플레이 타입에서 지각된 공간감이 소비자태도에 미치는 영향에 대한 연구
- 고령층 대상의 국/찌개류 제품 중심으로 -

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Abstract

As the focus of food and grocery shopping platforms changes to online markets, older adults need support in adapting to the relatively unfamiliar environment despite their physical and psychological characteristics. While diverse types of product display visualization types exist in online point of sales, previous studies have stated how spacious an area or a visual influences the attention and attitude of the viewer. This study aimed to investigate how perceived spaciousness in the Korean soup/stew category product visualization types in online markets may influence older adults towards the attractiveness of the market, and to the attitude toward the online vendor. The research methods and contents comprise a literature study on the perceived spaciousness, perceived stress and anxiety, and characteristics of older adults, followed by a case study. Eight visual stimulants for a Likert scale online survey have been generated, they were divided into package types and food and package types and sub-categorized into more spacious or less spacious arrangements that were composed either with or without visual dominance in objects. Empirical analysis with verification of causal relationship using SPSS22.0 and Process Macro4.0. was processed, followed by ANOVA to analyze differences by visualization type. The study results found that perceived spaciousness and perceived stress or anxiety influence the attractiveness of the online market and attitude toward the online market, and the study proposes spacious visualization types for both packages and food and package types.

Keyword / Older Adult Consumers, Online Food Display, Online Display, Packaging Design, POS Design

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