

Relative Importance of Visual Design Dimensions on Product Choice

Thomas Schreiner
University of Hamburg
Alexander Selker
University of Hamburg

Cite as:

Schreiner Thomas, Selker Alexander (2019), Relative Importance of Visual Design Dimensions on Product Choice. *Proceedings of the European Marketing Academy*, 48th, (9764)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



Relative Importance of Visual Design Dimensions on Product Choice

Abstract

Product design is an aspiring research stream in marketing literature. To the best of our knowledge, no study estimates relative importances of product design attributes responsible for consumers' decisions on product choice. Building on the product design scale of Homburg, Schwemmler, and Kuehnl (2015), this research identifies the effects of three visual design dimensions, i.e., aesthetics, functionality, and symbolism, on product choice incorporating the characteristics of the product category respectively of consumers. To estimate the effects of aesthetics, functionality, and symbolism on product choice, we conduct discrete choice experiments for selected product categories (i.e., refrigerators, coffee capsule machines, and smartwatches). This research contributes to the existing marketing literature on product design in terms of disentangling the effect of visual product design on consumer choice into its distinct elements. It thus provides guidelines on what visual design dimensions to focus in NPD process dependent on both product category and consumer characteristics.

Keywords: *product design; visual design dimensions; discrete choice experiment*

Track: Innovation Management & New Product Development