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How is web design related to sales?

The relationship between sales and web design within Amazon.com

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Internship Report

presented as a partial requirement for obtaining the Master's Degree Program in Information Management

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Instituto Superior de Estatística e Gestão de Informação

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THE RELATIONSHIP BETWEEN WEB DESIGN AND SALES

By

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Internship Report presented as a partial requirement for obtaining the master's degree in Information Management, with a specialization in Marketing Intelligence

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ABSTRACT

The development of technology has caused significant changes in the business environment and the management of companies, and business competitiveness has become an increasingly important factor. Thus, companies must capture consumers' attention and convince them to buy. Therefore, it is necessary to understand how small and medium-sized businesses can differentiate themselves in an extensive medium like the Internet. This study aims to delve into the importance of web design according to the four defined elements - image, text, color, and video - on the Amazon website. An interview was conducted with thirty regular Amazon.com consumers to understand their behavior. The results provided an understanding of consumer perception and feelings about web design through data categorization and in-depth analysis. The results reveal that consumers question several factors before buying, such as the credibility and trustworthiness they have for the brand, which is influenced by its web design. Therefore, brands need to use the four pre-defined elements to positively influence consumers at the time of purchase and segment their audience to understand the type of consumer and, consequently, each element's impact.

KEYWORDS

Web Design; Amazon; Consumer buying decision; SME; Online consumer behavior



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1. INTRODUCTION

This study is an internship report that relates the sales of the company "OFoundation" with the Web Design and visitor behavior on the e-commerce pages of the small and medium brands the company was responsible for on the Amazon website.

There is massive growth in Internet usage and online shopping worldwide, creating a critical challenge for businesses, specifically for retailing and customer relations in the online environment (Milosevic et al., 2019). However, some users are still afraid to shop online due to a lack of trust (Stouthuysen et al., 2018), privacy (Regner & Riener, 2017), education (Badwan et al., 2017), perceived risk (Pelaez et al., 2019) and perceived quality (Sahoo et al., 2018). In this way, web design acts as a determining factor in the degree of trust consumers have in a brand. Thus, how brands present their products is the key to the success of companies that sell online, acting as the communication channel between the company and customers (Chen et al., 2017; Kleinlercher et al., 2018). The presentation of content is a powerful strategy in the digital world, especially for businesses that operate in dynamic environments, such as Amazon.com (Matteo, 2022). In this way, brands should use web design as a fundamental tool to provide customers with a positive experience and confidence when they visit their website (Bleier et al., 2019).

One of the main reasons for the failure rate of small and medium-sized businesses is the store design and customer experience since customer satisfaction in e-commerce is related to the quality of the design (Cho & Park, 2001). Many factors capture customers' attention; one such factor can be the website's credibility and visitors' trust conveyed through its design. A user will judge the credibility of a website within seconds of first viewing it (Robins, 2007). Thus, small and medium-sized businesses must ensure that their website conveys trust through best practices of web design elements. Furthermore, users are looking for efficient websites that stimulate their emotional pleasure, which increases the significance of attraction, elicits positive experiences, and improves the website's overall usability (Quiñones et al., 2018).

With the development of digital and the proliferation of websites, there have been significant changes at all levels of design. In addition, previous studies have noticed the importance of web design as a cultural factor of a company to manage the relationships between companies and their audiences. Therefore, controlling and planning web design has become crucial to provide customers with a positive experience and, consequently, to influence their purchase decision (Rodrigues, 2016).

Recent studies (Ramezani et al., 2020) clearly define web design's role as websites are a preferred media choice for most consumers. At the same time, we live in an era where visual content plays an increasingly important role in our daily lives. Thus, the design appeals to the target audience's preferences in creating their desired aesthetics. A chosen color, or a text displayed on the screen, and any visual expression, intentional or not, communicates something to the website visitor. For example, if we choose a warm and vibrant red for the website, we communicate something different than if we had chosen a calm and cold blue. Likewise, we leave a more personal impression on our website if we have specially designed the typography for our titles than if we choose the most common typography. In this way, companies are to know the behavior and preferences of their target audience and are forced to make good practice of web design elements (namely, image, text, color, and video) so that communication through web design is intentional (Thorlacius, 2007).

A gap was discovered during the internship period, where changes made to the web design of various brands within Amazon.com resulted in noticeable differences in sales. However, a lack of research explicitly addresses the relationship between web design elements and sales for individual brands within the Amazon.com platform. Therefore, this study aims to fill a gap in the literature by examining the impact of web design elements on sales for specific brands within Amazon.com. By doing so, this study aims to provide valuable insights into the importance of web design for online sales and to help brands optimize their web design to enhance their sales performance on the platform.

Thus, the motivation of the study was to realize the importance of web design through understanding consumer behavior and its influence on purchase decisions. In addition, the fluctuations in brand sales also led to the motivation to define good web design practices to help small and medium-sized online businesses improve their sales.

Therefore, an in-depth analysis of web design's influence on sales in e-commerce and how it can encourage the consumer in the purchase decision is missing. Based on the identified gap and based on the previous explanation, to verify that web design elements influence consumer behavior at the purchase, the following question was raised:

How important is web design in consumers' buying decisions on Amazon?

Thus, this study aims to understand the influence of the four pre-defined elements of web design (image, text, color, and video) on the consumer's buying decision moment and, consequently, on the sales of small and medium-sized businesses within Amazon.

To address the research question, the study objectives are:

- Describe the importance that web design has in e-commerce;
- To understand the influence that the four elements of web design have on the consumer;
- To analyze consumer behavior in e-commerce and what encourages them to buy;
- Describe the best practices of the elements for the success of a company in e-commerce;
- Identify how small and medium-sized businesses can achieve growth through web design.

2. LITERATURE REVIEW

2.1. SME context within Amazon with web design

Before making an in-depth analysis of the research question, it is essential to have a brief notion of what encourages brands within Amazon to put more and more effort into their web design on Amazon.com. The brands that worked for the company where the candidate did the internship are small and medium enterprises that have as their primary goal the evolution of their performance inside of Amazon.com in the United States.

Amazon is a North American multinational technology company headquartered in Seattle, WA. After the company's evolution, Amazon has provided the help of the micro and small business (SME) sector and thus creates a great advantage for increasing the gross domestic product (GDP) in the United States by reducing unemployment and promoting a stable economic environment. About 92% of businesses in the United States are micro-enterprises in which small businesses, start-ups, and entrepreneurs are some of the essential drivers of economic development as they employ more than 90% of all workers and generate 60% to 80% of all new jobs annually in any country (Garcia, 2021). In 2018, the United States had 30.2 million small businesses, accounting for 99.9% of all businesses and providing employment to about 58.9 million people (Nwabueze, 2019; Durst & Gerstlberger, 2021; Sanfey & Milatovic, 2018). Thus, Amazon has developed a list of practical resources and opportunities to help small businesses expand their customer base, increase sales and profitability, and create jobs. As such, SMEs account for many items sold on the platform.

Micro and small businesses can generate significant revenue by selling on Amazon's marketplace. In this way, buyers' decision-making in E-Commerce is hampered by the physical examination of products; web design aesthetics is an essential factor influencing website visitors' enjoyment and satisfaction (Garcia, 2021). Thus, consumers are limited to the web design of the product to make an informed buying decision; therefore, brands put more and more effort into their web design techniques to stand out from the competition (Jansen et al., 2009). The main reason for this urgency is that E-Commerce websites provide very similar services and products. Therefore, companies must stand out and remain competitive to attract and retain customers and maintain or increase sales (Liqiong & Scott Poole, 2012).

2.2. Web Design and Customer Experience inside of E-Commerce

Website design is crucial as it fosters visual enjoyment and creates a first impression that makes visitors want to explore more about the website. According to the knowledge gained from previous studies, there is a relationship between purchase decisions and web aesthetics. Previous studies have also observed that poor design can lead customers to abandon a website and that users prefer to buy from a website with pleasing aesthetics (Jinnevall & Kullar, 2022). When the webpage vision meets the user's aesthetic preference, it attracts more attention and resources and promotes acquiring webpage product information. (Hu & Liu, 2021).

Furthermore, the high aesthetic treatment produces high credibility judgments, increasing the likelihood of purchase. In this way, positive reactions are influenced by exposure to interfaces

with higher aesthetic treatments (Robins & Holmes, 2008). This influence can be related to user preference criteria that include aesthetics, which reflects the user's feeling and attitude towards the interface and the design of a website and influences the consumer's purchase decision. Therefore, visual aspects significantly affect user preference (Lee & Koubek, 2010).

Marketing practices are changing with the evolution of consumer needs, which leads retailers to create a difference to deliver a unique experience to the shopper. Thus, online retail must adapt to the age of consumerism and give the consumer an experience of sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli. In addition to buying the product, consumers are looking for emotional experiences to enrich the brand experience (Baswan & Farheen, 2019). Thus, the brand is enhanced if the consumer goes to the website, finds the content (s)he came looking for and has a pleasant experience. This need requires a design shift from usability to user experience to a greater emphasis on interface design aesthetics to elicit emotional responses. (Bucy, 2000; Marcus, 2002; Wright et al., 2001). One way of design change also involves collecting content and analyzing consumer behavior online (McGovern, 2001).

2.3. Importance of Images in E-Commerce

In e-commerce, consumers' judgment is based on textual descriptions and product images (Wang & Chau, 2016), so image and text descriptions complement each other. Furthermore, textual descriptions and images receive attention levels from users; they look at images when they enter a website, and images receive more attention than other website elements. However, the relationship between images and purchase decisions remains a research subject; it is known that in E-Commerce, product presentations, particularly images, provide vital information for purchase decision-making. Therefore, images capture valuable information beyond narrative explanations since users can only evaluate product features based on textual descriptions and product images to make an informed purchase decision (Naumzik & Feuerriegel, 2020). In addition, this element provides sentiments often used to capture passing visitors and entice them to view website content, consequently impacting the consumer's purchase decision (Jinnevall & Kullar, 2022).

Consumers are very attracted to images since has a rather significant effect on product evaluations than the other elements (Chrysochou & Grunert, 2014), influencing consumers' emotional responses (Liao et al., 2015). Furthermore, the product image is one of the most influential risk reduction factors); the evidence was presented that detailed and clear product images also help reduce the perception of risk in e-commerce (Naumzik & Feuerriegel, 2020).

It has also been studied that images help increase buyer attention, trust, and conversion rate; increasing the number of product images becomes an effective way to improve sales (Di et al., 2004). This element is a critical factor as they provide detailed product information that helps the customer build confidence in the quality of the product and trust in the brand. In addition, images provide the experience associated with the product, such as lifestyle images showing how the customer can enjoy the product.

In this way, product presentation style affects consumers' perception of product quality and value; it has also been studied that presenting the product adequately encourages impulse purchases (Utirainun, 2017). While well-curated images can significantly elevate the customer

experience, inadequate or incorrect images can seriously hinder customers' decision-making progress (Chaudhuri et al., 2018). The product presentation is essential to help perceive the product as more tangible, facilitating consumers' evaluations of the products and reducing uncertainty about product performance (Feldberg & Verhagen, 2014).

2.4. Importance of Text in E-Commerce

The two main reasons Internet users scan information rather than read documents are that reading from computer screens is tiring and that Web users are too busy to read significant texts. Thus, the ability to scan can be improved by using appropriate fonts, headings, and subheadings, reducing spelling errors, having appropriate links, and putting essential information in columnar format (Mohanty et al., 2007). Another important aspect for brands to keep consumers' attention is clear and concise text with proper spelling and grammar to describe the business. Often, websites can be confusing, causing the consumer to need help understanding the business or what the company sells. Therefore, the customer must understand what he is buying since product information is crucial in reducing uncertainty in the purchase decision (Zhepeng, 2018). Also, consumers feel that a good product description is a top priority, followed by company background information (Lee, 2002). Therefore, information display is a visual factor that is the primary tool for establishing an atmospheric environment in e-commerce (Zhepeng, 2018).

Customers need to be more knowledgeable about what they buy, so increasing the information on web pages influences consumers to make better decisions and experience greater satisfaction with their purchases. Since more detailed product information will lead to a better purchase, the wealth of information focuses on purchasing information and reduces search time. For the brands to succeed, information must be accurate, complete, and current. This way, the convenience of information on the website can lead to a company's success in e-commerce. In addition, websites with concise language scored 159% higher on usability, measured in terms of task time, task errors, and memory (Morkes, 1998). The text also has much importance in the consumer behavior of the product click; this can be misleading since it is a perception not only by relevance but also by factors such as attractive titles and the price of the product. If a brand can catch the customer's attention through the title, it will have more impact on the visitors' buying decision (Deng et al., 2021).

To conclude, buyers will only be satisfied if the text matches the features presented in the other elements of the web design and if it offers less product information than printed catalogs. It is, therefore, essential to provide complete and detailed information about the product, prices, and pictures. In addition, this detailed information should include product features, including comparisons of products with similar makes or models, product availability, and estimated delivery time (Hsieh et al., 2018).

2.5. Importance of Color in E-Commerce

Color is a great advantage for humans to recognize important information and enhance memory. Thus, color in online commerce has been studied by information systems, particularly in human-computer interaction, and recognized as a fundamental aspect in the design of web interfaces (Coursaris et al., 2008; Lee & Koubek, 2010). Although this element significantly influences consumer judgments and decisions, online companies can reduce price competition by using color to create atmospheric differentiation (Hsieh et al., 2018).

From a business perspective, understanding how color influences consumers' judgment can help managers increase their companies' competitive advantages and profits (Labrecque & Milne, 2012). The use of color can affect customers; for example, blue gives a calming effect to visitors, while bright colors (such as orange) give a thoughtless and disturbing feeling - "*the first thing we remember when we think of a product, it is the color*" (Nahai, 2017). Thus, the various colors elicit different emotional responses, and thus the choice of color for each room in a home is different. For example, off-white and pure colors are preferred for the bathroom, kitchen, and staircase, as they are associated with purity and hygiene. In contrast, blue combines calmness, relaxation, and peace and is considered the preferred color for the living room. In addition, hue, brightness, and saturation influence emotional responses to a color sample. There is a change in the client's emotion if brightness and saturation are adjusted (Manav, 2007).

Due to the immense amount of information on most e-commerce websites, one crucial factor is memorization. Consumers are often facilitated in their purchases when they can retain information from a brand; the brand's online marketing colors can facilitate this factor. The colors used on a website positively affect product information memorization and purchase intention. They show that mood is a mediating variable of the effect of colors on memorization (Pelet & Papadopoulou, 2012). In e-commerce websites, choosing the right colors by knowing the target increases enjoyment, while boredom can result from poor performance (Lemoine, 2008) as well as the background color of web pages that affects purchase intention (Wu et al., 2008) and warm colors have a positive effect on the moment of purchase decision.

Visitors' preferences are related to the aesthetics of the website and what they perceive. Thus, color preferences can influence consumers (Marasinghe et al., 2013). For example, men prefer blue to red; women prefer red to blue (Khouw, 2004). To interpret colors, one must go through a cognitive process that, in turn, arouses emotions in the internet user. It is recognized that the different characteristics of colors - hue, saturation, and brightness - impact human emotions (Wilms & Oberfeld, 2018). Several studies on nuclei and their effect on psychological functioning have investigated general associations with specific nuclei and their corresponding influence on emotions and behavior (Elliot, 2015). For example, red enhances performance by eliciting feelings of aggression, danger, and superiority and is thus often chosen as a tricot color in sporting competitions; this also depends on its hue, saturation, and brightness. (Hill & Barton, 2005).

However, the limitations of virtual color presentation must be considered. In virtual presentations, color perception is not only limited to subjective sensation but also the processing capabilities of computer or mobile screens. Thus, additional external factors such as

a computer's graphics card, the operating system, and screen resolution in brightness and contrast levels cannot be ignored (Parker et al., 2004).

Despite its limitations, color is crucial in e-commerce as it can increase consumer interest in the website (Bucklin & Sismeiro, 2003; Hanson, 2000) and consequently give the consumer more time to complete purchase transactions (Bucklin & Sismeiro, 2003).

2.6. Importance of Video in E-Commerce

Over the years, e-commerce marketplaces like Amazon are changing how people shop and do business. There is an emerging trend on platforms where promotional videos increase product visibility and sales. However, the use of video to promote products still needs to be more popular among micro businesses as its production is mainly an effort, time, and cost-intensive process (Liu et al., 2009). "Buyers have become increasingly receptive to the video system, and companies leveraging this accessibility have gathered the advantages through extended benefits and reduced expenses." (Saai Memorial Girls School, 2020).

People who intend to purchase after watching a specific product video can have several attitudes influencing their purchase intention. When the reaction is positive, consumers usually gain enough confidence to complete the purchase as they consider the content reliable. For this reason, good video ad practice gives the customer the necessary trust and confidence in the product or service. However, if they feel that the video ads could be more irritating, this may reduce their willingness to watch, and they may not intend to purchase the goods or services (Huang et al., 2017).

Video viewing includes areas of the brain that oversee feelings; these areas control memory storage. This way, positively conveyed data is even more deeply remembered, consequently impacting the purchase decision process. Recent studies have found that the brain is susceptible to development, logically demonstrating the commercial assumption that video is one of the most critical assets in an advertiser's stock of arms (Saai Memorial Girls School, 2020). Memory can play a crucial role in the effectiveness of video advertising; our brains process information about brands and retain that information in memory. Thus, brand recognition is the best measure to indicate whether information has been successfully assimilated (Lang, 2000). Thus, it has been studied that companies that use video on their websites have higher memorability among consumers and lower customer service costs than their counterparts (Saai Memorial Girls School et al., 2020). Therefore, advertisers can use brand recognition to their advantage to activate the memory network and maximize the effectiveness of their video ads (Li & Hui-Yi-Lo, 2015).

In addition, the intervention of people in advertising videos can increase the effectiveness, perception, persuasion, credibility, and acceptance of the promoted message (Baker & Churchill, 1997).

2.7. Stimulus and Visual Attention of the Customers

The stimulus is essential for web design elements to impact users significantly. According to studies of aesthetics in e-commerce, individual web page elements are considered isolated and lack a coherent theoretical framework for page aesthetics (Deng & Poole, 2012). Pleasure-aesthetics is a function of the perceiver's processing fluency, which refers to the ease of mental operations related to the physical identity and meaning of the stimulus; the more accessible a stimulus is to perceive, the more positive the aesthetic responses will be (Reber et al., 2004). Thus, the stimulus is directly related to web design and how consumers receive all the information. To further the studies and from the stimulus, consumers' visual attention is related to cognitive processing of the information presented on a website. Online sellers design their websites to catch the visitors' attention and stand out and appeal to their eyes while containing all the necessary information one is looking for. However, it still needs to be understood how users look at an e-commerce page, namely their eye movements when they evaluate a page on their first visit (Sari et al., 2015).

Therefore, web design visual tracking measurement is currently used, but not for small and medium-sized businesses because it requires a specific visual tracker and software to discover the user's visual attention and understand their behavior.

However, consumers' visual attention is related to cognitive processing. Thus, online retailers have the primary goal of capturing the attention of their visitors, but also of standing out and being appealing while containing all the necessary information the visitor is looking for.

Although, it is still not easy to understand how users look at an e-commerce page, namely their eye movements when they evaluate a page (Sari et al., 2015). The elements are essential for an e-commerce page as they attract users while offering limited insights into consumer perceptions of simplicity, diversity, colorfulness, and dexterity (Pappas et al., 2018).

Moreover, consumer perceptions of visual aesthetic appeal can be predicted through functions based on measurable stimulus qualities. Thus, several website design characteristics, such as visual attention and the consumers' attitude, could be explained by using the users' gaze behavior. Visitors have short fixations and quickly modulate their eyes from point to point, taking an overview of the website and not focusing on the details when they first visit it.

In addition, colorfulness is based on the perceptions that arise through the selection, placement, and combination of colors (Pappas et al., 2018); consumers compare the colors on the website with the colors of the products that capture their attention and expect them to match their expectations. This comparison can be facilitated when the existing colors match inadequately, leading the consumer to form low perceptions of visual appeal.

The visitor's first impressions are shaped in the first seconds that users look at the page, i.e., any feature picked up initially will significantly influence their perceptions of visual attractiveness (Pappas et al., 2018). Moreover, if visitors stop comparing different website features, it may indicate that the website is perceived as unappealing.

3. METHODOLOGY

Since to understand the importance of web design in the customers' purchase decision on Amazon, the data collection technique adopted to gain qualitative insights was structured semi-structured interviews (Malhotra & Dash, 2016). Furthermore, since there is a lack of previous studies regarding integrated web design on Amazon, the questions were predetermined concerning previously conducted qualitative research, as indicated in Appendix E (Lopes et al., 2021; Coelho et al., 2018; Coimbra, 2017).

In this research, it is essential to understand online consumers' behavior to understand how they feel about web design and how it influences them to buy. Thus, the open-ended questions allow the interviewee to express himself and better understand his answers.

The choice of open-ended interviews is because this study is based on the importance of web design elements from a cognitive perspective; the choice of interviews allowed the interviewer to understand better the emotional experiences, feelings, and behavior of the customers about the topic (Baswan & Fatima; Farheen, 2019). The purpose of this study was not to establish causal relationships but to have a spontaneous dialogue with Amazon's regular customers to understand how they felt when purchasing on the platform and the elements that influence it the most. Each respondent's answer contributed in some way to add value to the research question, as quotes and especially keywords were extracted that were the primary key to understanding if all respondents' answers could connect and made sense. As part of the in-depth analysis, it was also possible to understand how each customer felt about the elements that impacted their Amazon buying decisions the most.

In addition, as mentioned above, the interview questions reference previous related studies and, for complexity and realism, were shaped according to the web design changes made in the four brands where the internship was conducted (Appendix G). Below is the contextualization of the brands and examples of the changes according to the pre-defined web design elements - image, text, color, and video - that significantly impacted data collection. It should be noted that each web design change of the brands described below provided a change in sales (Appendix A).

3.1. Internship Company Context

OFoundation is an Amazon Accelerator, a premium service company focused on Amazon E-Commerce. The company offers clients the opportunity to maximize their potential on Amazon through a complete scope of services that make the client's marketplace excel. These services vary from marketplace management, dispute resolution, and strategic decision-making to design work and copywriting.

The company's goal is to create the most value for the brands on Amazon, with nine years of experience and a track record of growing businesses and boosting sales. The brand's primary mission is to help brands within amazon improve their performance through various marketing practices.

3.1.1. Background on Amazon Brands

The intern was responsible for the E-Commerce department and the web design of the following brands within Amazon.com, where the intern had to perform weekly actions to improve sales: Agodeo, Desert Beauty, Flumello, and KingBoss.

AGODEO

Agodeo is a small family business founded in 2019; its first value is to provide a holistic customer experience every step of the way. The value encompasses their devotion to ensuring the customer is supported, satisfied, and valued. Agodeo seeks to be the number one sticker paper provider, inspiring people to expand and boost their creativity. They aim to make the world brighter by exploring people's ideas and possibilities.

This brand focuses on selling Premium Vinyl Sticker Papers on Amazon.com, with the market only in the United States of America. This brand is one of the leaders in the Vinyl Paper market on Amazon.com and later started selling on Bol.com (an E-Commerce platform in the Dutch market) (Appendix A).

Example of a brand product design change (Appendix F):

Element: Color



Figure 1: Matte Vinyl Sticker Paper Old Color



Figure 2: Matte Vinyl Sticker Paper New Color

DESERT BEAUTY

Desert beauty is an Israeli company that works closely with a manufacturer of beauty products on Amazon.com; the market they focus on is the United States market. This brand wants to expand its product line and increase sales for several successful online products (Appendix B).

Example of a brand product design change (Appendix G):

Element: Image



Figure 3: Argan Oil Old Picture



Figure 4: Argan Oil New Picture

FLUMELLO

Flumello is a small company founded in 2020; the brand's core value is to provide a holistic customer experience. This value encompasses devotion to ensuring the customer is supported, satisfied, and valued. In addition, the brand's mission is to provide high-quality products; the 17-key Kalimba is made of wood, the sound is smooth and precise, and it comes with several useful accessories for its use (Appendix C).

Example of a brand product design change (Appendix H):

Element: Video

Explanation of the video: The old video was made with Kalimba's music and the product in a forest background. The new video was made with a human model receiving the product, unwrapping it, and trying it out. The primary purpose of the video with the human presence was for customers to imagine themselves with the product in their own hands and to get a more detailed explanation about the product in the video.

KINGBOSS

KingBoss is a brand originating in the United States of America, founded in October 2021, that targets electronic products, specifically the one product it sells on Amazon.com: KingBoss Portable Power Station (Appendix D).

Example of a brand product design change (Appendix I):

Element: Text

Portable Power Station Old Description:

About this item

· Kingboss Portable Power Station is featured with AC/DC/USB outputs: 2*110V AC output (500W), QC 3.0 USB port, 2*USB ports (5V-2.4A), 1*DC output with 1*DC input (12V- 24V). Our Portable Power Station can charge devices such as a Computer; Jump Starter; Mini Projector; Fan; Mini Fridge; Printer; Drone; Phones/tablets; Powertool; Laptop/TV. Only Devices up to 500W can be charged. Kingboss Electric Generator includes 500W outdoor and indoor power supply; Car charger; AC power adapter; USB-C Cable + Kingboss Travel Carrying Case. Our 500W Power Station is perfect for transport due to its weight (11lbs) and size (7.70x5.20x9.10in). Our Battery Powered Outlet can be recharged: With a compatible 100W solar photovoltaic panel (8 hours), With our car charger (12 hours), and with AC Wall Outlet (6.5 hours). Lithium Battery 1000W recharges faster than other batteries. Kingboss Battery Generator is equipped with an advanced BMS (Battery Management System) Multiple Outlet that protects the battery and devices against short circuits, over-temperature, overcharging, overvoltage, and overpowering. Our power bank includes a Pure Sine Wave AC output that ensures stable, safer charging and reduces audible and electrical noise. On top of that, it contains an MPPT controller built-in for optimized high-efficiency solar charging.

Portable Power Station New Description:

About this item

- **【MULTIPLE OUTPUT PORTS】** : Kingboss Portable Power Station is featured with AC/DC/USB outputs: 2*110V AC output (500W), QC 3.0 USB port, 2*USB ports (5V-2.4A), 1*DC output with 1*DC input (12V- 24V).
- **【DEVICES】** : It can charge devices such as: Computer; Jump Starter; Mini Projector; Fan; Mini Fridge; Printer; Drone; Phones/Tablet; Powertool; Laptop/TV. Only Devices up to 500W can be charged.
- **【INCLUDES】** : It includes 500W outdoor and indoor power supply; Car charger; AC power adapter; USB-C Cable + Kingboss Travel Carrying Case. Our 500W Power Station is perfect for transport due to its weight (11lbs) and size (7.70x5.20x9.10in).
- **【RECHARGING METHODS】** : Compatible 100W solar photovoltaic panel (8 hours); With our car charger (12 hours); With AC Wall Outlet (6.5 hours). Lithium Battery 1000W recharges faster than other batteries.

- **【PROTECTION】** : It has an advanced BMS (Battery Management System) Multiple Outlet that protects the battery and devices against short circuits, over-temperature, overcharging, overvoltage, and overpowering.
- **【SAFETY】** : Ensures stable and safer charging; it reduces audible and electrical noise. It contains an MPPT controller built-in for optimized high-efficiency solar charging.
- **【RELIABLE】** : 2 Year Warranty that allows returning the portable generator by seven days in case it is defective, and 24/7 customer service.

3.2. Interviews

As previously mentioned, the interview questions referenced in previous studies complemented the brands' web design changes that provided a change in sales during the internship. In this way, it was sought to conclude the importance of web design through questions that were confirmed from existing studies but have not been taken in depth. These interviews allowed the interviewer to understand how consumers feel about web design and its pre-defined elements when shopping at Amazon.com. From each question, the respondents' feelings were substantiated and understood by the impact web design has on their decisions at the time of purchase decision. By carrying out the main question, "How important is web design in consumers' buying decision on Amazon?" it was also possible to analyze the main factors that make the consumer want to buy a specific product and if web design strongly influences it on that decision. The interviewees were subjected to the following questions by a spontaneous dialogue. The respondents gave real examples of the pre-purchase, purchase decision, and post-purchase situations on the Amazon.com platform, indicating the importance of the pre-defined web design elements in the decision process at a given moment.

Section	Question	Reference I - Literature Review	Reference II
1. WEBDESIGN	1. How many times do you visit Amazon in a month?	-	Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. <i>Journal of Retailing and Consumer Services</i> , 43, 101-110.
	2. Have you ever judged a brand based on its web design? If so, please provide examples.	2.2. *Section 1: Question 2	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	3. Please indicate, in order, which aspects of the website you value the most when making a purchase decision: color, text, images, or video.	2.3. *Section 1: Question 1	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	3.1. What is the reason for selecting X as the second most important factor in the purchasing decisions?	2.3. *Section 1: Question 1.1	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	3.2. What is the reason for selecting X as the second most important factor in purchasing decisions?	2.3. *Section 1: Question 1.2	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
2. IMAGE	3.3. What is the reason for selecting X as the second most important factor in purchasing decisions?	2.3. *Section 1: Question 1.3	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	3.3. What is the reason for selecting X as the second most important factor in purchasing decisions?	2.3. *Section 1: Question 1.4	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	1. Is the product's image an important factor in purchasing decisions?	2.2.1. *Section 2: Question 1	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
	1.1. If so, why is it important?	2.2.1. *Section 2: Question 1.1	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
	2. Do you look at all of the images on the product listing when you buy it on Amazon?	2.2.1. *Section 2: Question 2	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
3. TEXT	3. Do you usually go to Amazon to look for a specific product or to scroll down to see if you want to buy something?	2.2.1. *Section 2: Question 3	Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. <i>Journal of Retailing and Consumer Services</i> , 43, 101-110.
	3.1. If you're looking to buy something, was the image the deciding factor in your final decision? Why?	2.2.1. *Section 2: Question 3.1	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
	4. Would you buy a product on Amazon if the product image was blurry and of poor quality? Justify.	2.2.1. *Section 2: Question 4	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	1. Do you usually read product descriptions?	2.2.2. *Section 3: Question 1	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	1.1. If not, please justify your position and do not respond to the following questions.	2.2.2. *Section 3: Question 1.1	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
4. COLOR	2. Do you believe that the product description text adds value to the brands on the platform? Justify.	2.2.2. *Section 3: Question 2	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
	3. Have you ever clicked on a product with high expectations but didn't buy it because of the description? Justify.	2.2.2. *Section 3: Question 3	Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. <i>Journal of Retailing and Consumer Services</i> , 43, 101-110.
	4. Do you believe that typographical errors in product descriptions could have a negative impact on your purchasing decision? Justify.	2.2.2. *Section 3: Question 4	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
	5. Do you feel that the titles assigned to the products influence you to click and, consequently, at the moment of purchase decision?	2.2.2. *Section 3: Question 5	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
	1. Based on your shopping experience at Amazon, what potential do you think the colors used by the brands on the website have?	2.2.3. *1. Section 4: Question 1 / *2. Section 4: Question	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.
5. VIDEO	2. Is it possible to evaluate a brand based on the colors used in its design? If so, provide examples.	2.2.3. *Section 4: Question 2	Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. <i>Journal of Retailing and Consumer Services</i> , 43, 101-110.
	3. Do colors make it easier for you to remember a brand?	2.2.3. *Section 4: Question 3	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	4. If you are undecided between two similar brands with the same product, but one is publicizing the product with your preferred colors, will this influence your decision?	2.2.3. *Section 4: Question 4	Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. <i>Journal of Retailing and Consumer Services</i> , 43, 101-110.
	5. Do you feel that ads with bright colors encourage you to buy the given product? Why?	2.2.3. *Section 4: Question 5	Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. <i>Journal of Retailing and Consumer Services</i> , 43, 101-110.
	1. Do you feel more confident in purchasing a product that contains videos? Why?	2.2.4. *Section 5: Question 1	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
5. VIDEO	2. Have you ever felt that product demonstration videos influenced your buying decision through the memorization process? Justify.	2.2.4. *Section 5: Question 2	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquiagem por parte do sexo feminino (Doctoral dissertation, Instituto Superior de Economia e Gest3o).
	3. Do you believe that watching a video with a human model interacting with the product makes you more likely to buy it?	2.2.4. *Section 5: Question 3	Pinto Lopes, D., Rita, P., & Treibmaier, H. (2021). The impact of blockchain on the aviation industry: Findings from a qualitative study. <i>Research in Transportation Business & Management</i> , 41.

Table 1: References of the interview questions

3.3. Sample

The sample for the current study was chosen using qualitative research methods, which required a smaller sample size than quantitative research methods. The sample included 30 people, with a balanced representation of gender (18 women and 12 men) and age (between the ages of 21 and 41). Participants were chosen based on their recent purchases on the platform and their frequency of visiting Amazon's website at least five times monthly. Demographic characteristics, such as educational background, were not used to select samples. However, most participants had university grades and were students working part-time. The interviews took place in five different regions, with the majority in Lisbon (20 participants). The remaining participants were from the Netherlands, Italy, Hungary, and Romania.

Interviewee	Age	Academic Qualifications	Profession	Number of times that visit amazon per month
Interviewee 1	26	Bachelor	Designer	10
Interviewee 2	22	Bachelor	Sales Enhancer	20-25
Interviewee 3	32	Master Degree	Sales Enhancer	5
Interviewee 4	41	Bachelor	Accountant	25
Interviewee 5	28	Post graduation	Designer	10
Interviewee 6	23	Bachelor	Marketeer	10
Interviewee 7	30	Bachelor	Business Analyst	5
Interviewee 8	25	Bachelor	Accountant	15
Interviewee 9	21	Bachelor	Designer	11
Interviewee 10	20	Bachelor	Financial Analyst	17
Interviewee 11	27	Master Degree	Marketeer	10
Interviewee 12	29	Bachelor	Designer	5
Interviewee 13	31	Master Degree	Analyst	10
Interviewee 14	23	Bachelor	Lawer	10
Interviewee 15	23	Bachelor	Data Science	15
Interviewee 16	25	Bachelor	Data Science	10
Interviewee 17	27	Bachelor	Scientist	15
Interviewee 18	26	Bachelor	Dentist	10
Interviewee 19	34	Bachelor	Marketeer	10
Interviewee 20	28	Bachelor	Marketeer	15
Interviewee 21	30	Bachelor	Designer	15
Interviewee 22	37	Bachelor	Engineer	20
Interviewee 23	33	Bachelor	Marketeer	25
Interviewee 24	22	Bachelor	Photographer	15
Interviewee 25	23	Bachelor	Marketeer	15
Interviewee 26	28	Bachelor	Marketeer	10
Interviewee 27	21	Bachelor	Designer	20
Interviewee 28	27	Bachelor	Designer	20
Interviewee 29	22	Bachelor	Marketeer	15
Interviewee 30	38	Bachelor	Marketeer	10

Table 2: Interviewee Data

3.4. Data Collection

Due to distance limitations, the interviews were mediated face-to-face and online through the Zoom platform, with an average duration between 30 to 45 minutes. The interview was divided into five sections: the first section is a way to understand how the consumer feels about the web design on Amazon.com; the second section is about the respondents' perception of the image on the website; the third section is about the importance of text at the moment of purchase decision on the platform; the fourth section about the importance of colors and, the last section about the respondents' feeling about the video.

The division of the sections aimed to understand how the defined elements influence consumers at the time of purchase decision and how they feel about them. When conducting the interviews and during the data collection process, it was discovered that the importance of the four web design elements varied depending on the type of buyer. This information was acquired from the interviews as it was unavailable from the literature review. Although the literature review focused exclusively on the elements of web design, the research was extended to include the role of buyer type in determining the importance of these elements. This was done by conducting in-depth interviews with a diverse group of buyers to understand better how they prioritize and perceive these elements when making a purchase decision, as the importance of each depends on the consumer to consumer. Thus, this categorization was considered essential

to understanding the relationship between web design and sales, so it was incorporated into the study results from a section.

The data was analyzed using a thorough and systematic approach. Following the transcription of the interviews, a thematic analysis was performed to identify recurring themes and patterns in the data. Finally, the themes from the analysis were used to organize and present the findings, emphasizing the significance of the four web design elements in influencing sales.

3.4.1. Segmentation

The results were collected through interviews with individuals who usually make online purchases on Amazon.com. This method was chosen as it allowed a more in-depth understanding of the participants' shopping behaviors and preferences. During the interviews, questions were asked about the elements of web design influencing their purchasing decisions, including color, image, text, and video. The responses were analyzed and categorized into the four types of shoppers (impulsive, careful, brand loyalist, and convenience) to better understand the relationship between web design elements and sales.

3.4.2. Web Design Elements

With the primary goal of answering the question "How is web design related to sales?" the methodology focused on four pre-defined elements: image, text, color, and video. These elements were chosen based on their significance on the Amazon.com website and their impact on the consumer.

The interviews were designed to elicit information about the participants' purchasing decisions, emphasizing the role and influence of web design elements. Participants were asked to share their thoughts and perceptions on how the four elements influenced their purchasing decision. The interviews were recorded and transcribed into an excel spreadsheet, and the data was analyzed thematically.

The data was coded and categorized into themes based on the participants' responses. This allowed for the identification of common patterns and trends in the perceptions and experiences of the participants regarding the pre-defined web design elements related to sales. Finally, the results were collected through interviews with individuals who typically make online purchases from Amazon.com. As previously mentioned, this method was chosen because it is possible to understand better and analyze the participants' shopping behaviors and preferences. During the interviews, questions were asked related to pre-defined web design elements that influence consumer purchasing decisions, including color, image, text, and video. Responses were analyzed across each element and categorized into the four buyer types (impulsive, careful, brand loyal, convenience, and experience shoppers) to better understand the relationship between web design elements and sales.

3.4.3. Classification of Shoppers

Examining the various types of customers and their unique purchasing tendencies is essentially better for understanding the relationship between sales and web design components. For this study, consumers were divided into groups: impulsive, careful, brand loyalists, need-based, convenience, and experience shoppers. These classifications included purchasing motivations, shopping preferences, and how frequently people visited the Amazon website.

Categorizing shoppers into separate groups enabled a deeper understanding of how specific web design elements impacted each group's shopping experience. Businesses can utilize this data to optimize website layouts and improve sales potential for various customer types. Companies may design a more specialized online shopping experience that satisfies their consumers' individual requirements and preferences by considering each shopper's distinctive attributes and habits.

4. RESULTS AND DISCUSSION

This study aimed to understand how consumers view various components, such as image, text, color, and video, when purchasing online. Numerous in-depth interviews were conducted with frequent Amazon consumers to acquire information, and the results were then examined to make judgments. Key findings are presented in each section, along with pertinent excerpts from the interviews. The responses were also analyzed, and the categories of consumer types were broken down to understand which element is most and least influenced by each consumer type. The study's results offer valuable insights for online merchants and e-commerce companies looking to optimize their product pages and boost conversions.

Thus, the results have been divided into two sections. The first explains how consumers view and are influenced by the pre-defined elements, and the second is what importance each element has for each specific type of consumer.

4.1. Web Design Elements

The interviews revealed that images are the most impactful element in the purchasing decision process for 24 respondents. They emphasized that poor image quality can significantly detract from their interest in a product, even if other elements, such as the product description or text, are favorable. In their own words, "The product page can have the best text, but if the image is not right, I won't even consider buying the product, even if it is cheaper."

Regarding color, most respondents stated that it has little to no impact on their purchasing decision, with many describing it as an unconscious factor that complements the other elements. Some participants noted that color contributes to their overall shopping experience but that they would only decide based on something other than it. Quotes from participants include "I wouldn't decide to buy a product from the color used," "Color is not an important element for my buying decision," and "I cannot imagine making a decision based on colors, but it still complements the other elements for sure."

4.1.1. Image

The interviews indicate that consumers strongly emphasize images' "quality" and "professionalism" when evaluating products. One interviewee stated, "I think images are important because brands who are serious about their products create quality pictures of it. Therefore, it shows the dedication of the company as well." Another respondent emphasized the importance of images in representing the product and the brand, saying, "The images represent the product and the professionalism of the brand." The quality of the images also affects the perception of the quality of the products. One interviewee stated, "The images reflect the quality of the product, and if the images are super poorly done, I would think that the reason for the picture being blurry would be the poor quality of the actual product." Another respondent echoed this sentiment: "The quality of the image has to do with the quality of the product; I wouldn't buy a product for a brand that I don't trust."

Most respondents indicated that they would not purchase a product without images, with one interviewee saying, "Without images, I wouldn't even think to buy a product." Another stated, "I think the images define a brand; if the quality is poor and not a professional image, the brand for me is unreliable."

All interviewees said that they always look at the images when evaluating a product, with some saying that they only look at the main image, and if it does not convince them, they will not go any further. One respondent stated, "If I find the main picture visually pleasing, then I look at the next ones as well. If the main picture is already not convincing, I do not look further." Impulsive consumers can make purchasing decisions based solely on the images, with one interviewee saying, "if the images show the product well, I don't need any more elements to make my decision to buy the product." For consumers who browse on platforms like Amazon, the image is the primary factor that captures their attention and leads them to research a product further. As one interviewee stated, "I only look to the images when doing my search, and it makes me stop and click on a certain product. The other elements are very important for me to make my purchase decision (mainly, text)."

Finally, the quality of the images is linked to feelings of trust for many consumers. One interviewee said, "I would not trust the product and the seller. Besides that, I would not trust the quality and reliability." Another stated, "Bad quality gives a bad image to the brand; I wouldn't trust it." Another respondent emphasized the importance of the image showing the brand's professionalism, saying, "The image needs to show the professionalism of the brand; I wouldn't buy a product from a brand that I don't know that doesn't give me the feeling of trust."

4.1.2. Text

Results from recent interviews have shown that consumers have a strong interest in the text accompanying a product for a better understanding of its features and details. For example, one respondent stated, "It adds extra value for details or specifications that the end-user might not know." In addition, consumers view the text as a complement to images, with another respondent saying, "Sometimes the images don't describe the technical aspects of the product, so the text complements it well."

Consumers also see the text as a way for sellers to convince them to buy the product. One interviewee stated, "I think the product description gives a good opportunity for the brand to introduce itself and convince the customers that their product is the best on the market." Another consumer said, "The text describes what the product does and its qualities. Beyond the image, text can be the key to convincing me to buy it."

In the eyes of consumers, the text is an element that can provide information that other elements may not. As one respondent said, "It gives us some extra information that maybe the other elements don't have. It gives us a more detailed perception of what we will buy." The text is also linked to the feeling of trust and reliability in the eyes of consumers. One interviewee stated, "I would trust more in a brand with a text that describes what I want to buy, so I can make sure that it is what I want." Another consumer said, "If the description isn't clear and I don't have the instructions, I would be afraid to buy it because I wouldn't trust it." A third

respondent added, "The text considers the brand's reliability. I wouldn't trust a brand with spelling errors in its text."

Spelling errors in text can raise suspicions among consumers about the brand and product. One respondent stated, "When the description is super weird, I would be suspicious and wouldn't buy the product." Many respondents have excluded products due to inadequate or erroneous text, with one consumer saying, "The brand has to have clear text without errors; otherwise, I would not trust it."

Another interviewee stated, "If I'm really interested in a specific product, I will look at the description, and if it's not good, I will skip it." While some consumers see titles as essential in clicking on a product, others do not place as much importance on them. One respondent said, "I think the text has to be short and clear and represent directly what I'm looking for in the product; otherwise, I wouldn't click it." Another consumer stated, "The title influences me to click. If it has a huge title, I won't click it because it doesn't feel genuine." However, another interviewee said, "The title doesn't have that much relevance for me. I really want a product with an image and a description."

Consumers generally prefer short and straightforward titles. One respondent said, "If the product has an exaggerated title, it can influence me negatively." Another interviewee stated, "If the titles are very complex and not straight to the point, you get lost in what the product is." Another consumer said, "If the product has an exaggerated title, it can influence me negatively." Finally, while the title may be necessary for determining whether a consumer clicks on a product, it may not play as prominent a role in the purchasing decision process. For example, one respondent said, "I would say the title is really important for me to click, but not that much in the purchasing decision."

4.1.3. Color

Consumer responses indicate that although the color does not directly influence their purchasing decision, they perceive color as a crucial aspect of their online shopping experience. Many respondents described their perception of color as "unconscious" with quotes such as "I wouldn't decide to buy a product based on the color used" and "Color is not an important element for my buying decision." However, they also noted that color could complement other buying factors and unconsciously influence them.

In terms of capturing attention, consumers recognized the role of color in attracting their gaze and emphasized the potential for brands to use color effectively. Quotes include "The colors are what catch my attention, so I think they have much potential for Amazon as a website" and "(...) it's really important to impact and catch the attention (...)." Consumers also pointed to the need for brands to select the right colors for their products, as a bad combination or excessive use of color can have a negative impact. Quotes include "(...) a bad combination or use of too many colors can be bad" and, "I think the brands need to have a really good color scheme."

The color was also directly tied to the customer's perception of a product. Respondents stated that the choice of color should be well thought out and balanced, with quotes such as "I think the colors should be chosen well. They should be lively but not too much because it can make

the product look tacky and cheap" and "If it's too much, it will give us the wrong idea of the product. It's better to have a good balance between the colors for us to take it seriously." While color is not directly tied to the purchase decision, consumers feel it relates to clicking on a product and their interaction with the brand. For example, one respondent stated, "If it's a more captivating color, it will probably get more clicks and interactions." In terms of credibility, consumers see the selection of colors as being directly related to the product's perceived quality, with quotes such as "It depends on the product. If I want a laptop, I won't buy one with a pink web design, but maybe if I want a cosmetic product, yes, I would buy it." and "I think the brands need to choose their colors well; otherwise they can lose reliability."

Consumers also feel that the colors of a product should match, as mismatched colors can harm the brand's image. Quotes include "I wouldn't buy from a brand that shows us colors that are really different from what the product is" and "(...) for more expensive products, I would ask for colors that are softer to give the idea that the brand is serious and professional." Finally, consumers see the choice of colors as directly tied to a company's mindset and identity. Quotes include "(...) colors must align with the company's mindset. For example, "Benetton is an inclusive clothing brand, so it uses well known colors to distinguish itself from the competition, and it must be the same for brands on Amazon." and "(...) brand colors are their identity." Brands were also seen as being able to differentiate themselves through their use of color, as one respondent stated, "The brands need to differentiate themselves through the colors."

4.1.4. Video

According to the interview results, consumers have different opinions on the role of video in their purchasing decision process. Some view videos as an "extra" and only watch the videos if the images of the product are not good enough. One consumer stated, "if the images are pretty good, I feel like the video is a plus, but if they don't have video, I wouldn't mind." However, consumers also feel more confident buying a product containing video, as it provides additional information. For example, one consumer said, "I feel more confident buying a product that contains video because, in that way, I can see the product being used or in action." Another stated, "it gives me more information about the product, so I would be more confident buying it."

Videos are not a major factor for fast shoppers as they find them boring. One consumer stated, "I think it's just boring to watch videos because I'm a fast shopper, and I don't have the patience to see the videos." On the other hand, some consumers consider video important because they can see the product in real life and the details. One consumer said, "the video gives the real perspective, the dimensions; you can see how the product fits in some environment." Consumers also believe they don't need to watch product videos if the images are good enough. For example, one consumer stated, "just the image is generally sufficient for me," while another said, "the video makes it easy to see how it can be used; however if the images are good enough, I wouldn't watch."

Videos are also related to the memorization process for some consumers. For example, one consumer stated, "it already happened to me that I went out from the product page that I watched a video and then returned because I thought a lot about it." Another said, "if someone

asks me where I bought x product, I can remember from the video, for example, and tell them, for example."

Consumers also consider the quality of the video to be necessary. If the video has poor quality, it can negatively influence their decision to purchase. One consumer said, "If the video has poor quality, I choose a different brand." Another stated, "If I see on the video that the item seems poorly done or if it does not have the quality that I am looking for, I will have a 'bad memory.'" Finally, consumers consider a video with a human model to increase their purchase intent. One consumer said, "it influences me because I can see how the human interacts with the product that I'm going to buy." Another stated, "I can see how I can interact with the product, and I can put myself in the role of the person in the video and understand how I would do when I buy the product."

However, consumers also emphasized that the video needs to look natural and not fake. Otherwise, it will have the opposite effect on their purchase decision process. One consumer said, "it needs to be a real video that doesn't look 'perfect' or fake." Another stated, "if the video is obviously fake and with the 'perfect result,' I'm probably less willing to buy it."

4.2. Classification of Shoppers

To better understand the relationship between sales and web design elements, it is essential to consider the different types of shoppers and their unique purchasing behaviors. By dividing shoppers into categories such as impulsive, careful, brand loyalists, convenience, need-based, and experience shoppers, we can gain a deeper insight into how specific web design elements influence each group. This information can then be used to optimize website designs to maximize sales potential for each shopper. The following sections will explore the relationship between sales and web design elements for each shopper category:

- Impulsive shoppers make purchases without prior planning or research. They are often driven by feelings and manage to act quickly based on their current wants and needs. (Dittmar, H., & Drury, J. 2000) (Darmawan, & Gatheru, 2021).
- Careful shoppers take their time to research and compare products before completing a purchase. They prioritize value and are often more concerned with discovering the best deal. (Richard, 2018).
- Brand loyalists have a solid attachment to specific brands and often only purchase products from those brands. They prioritize the brand's reputation and trustworthiness over price and value. (Mahothan et al., 2021)
- Need-based shoppers purchase products in response to a specific need or requirement. They often focus on finding the most practical, functional, and efficient product to meet their needs and are less concerned with aesthetics or brand identity. (Huseynov et al., 2017)
- Convenience shoppers prioritize comfort and speed of purchase over price or brand. They often look for the fastest and most convenient way to meet their needs and may decide based on closeness or availability. (Marshall, 2019).

- Experience shoppers prioritize the sensory and emotional aspects of the shopping experience. They are interested in how products look, feel, and fit into their lifestyle and value brand identity and aesthetics. As a result, they may be willing to pay a premium for products that align with their style and offer a unique, memorable experience. (Gammelgaard, 2017); (Hernandez et al., 2009).

By examining the behaviors and motivations of these groups, we can gain a deeper understanding of the factors that influence their buying decisions and how these factors differ from one group to another. This, in turn, can provide valuable insights for retailers and marketers seeking to reach and engage with these different shopper segments.

CATEGORIES	ELEMENTS	KEYWORDS	QUOTES
Impulsive Shoppers	images	always	"I always only see the product by the images, if the brand doesnt show the images of the product, I wouldnt buy it for sure."
	text	information	"Text is the third element most important because I do not need a very detailed description or a lot of information, because most of the time I buy from the images."
	video	short	"With the video sometimes im just boring to watch the video, it needs to be really short, otherwise I wouldn't watch it."
	image	clear	"If the image is appealing and clear, it's enough for me to buy it."
	image	professional	"if an image is good and professional, it will always get my attention and I dont need to see other elements to buy it. "
	image	tittle	"(...) I would look to the image and not too much for the tittle"
Careful Shoppers	video	evaluate	"Video is the second element more important because because sometimes when the images are not enough for me to evaluate, usually the video gives a more elaborate view on the product."
	text	detail	"Text is important because is also an important factor before buying something. I always see the details of the item and the comments of other customers, these aspects are fundamental for my purchase."
	text	detail	"Text is the second most important element because is the most important factor before buying a product because it says everything about the item and about the company. If a product has a great and detailed description, I am more likely to buy it."
	video	product demonstration	"Video is important because it's really important for me to understand the product demonstration, the instructions, how to use it, the proportions,..."
	text	detailed	"Text, as the second one because I usually take some time to decide and my decision comes from the measure and other relevant information that can help us to decide if the product will serve my need or not because ometimes the imagine doesn't get that detailed."
	text	features	"Text is really important because I need to know before I buy the product the features, it's the description of the product, I wouldn't buy it without reading and know erverything about the product."
	video	prespectives	"Video is the second element because I can see the product in different perspectives, see how to use it and imagine myself with it and then decide if I would buy."
	video	use	"Video its important because after the image I can see directly and it can answer to the question "How can i use it". Sometimes in some products is difficult to see how to use it, and with video i see it as an advantage and make my decision"
	video	convincing	"Video is also a very important element. It shows people how to use the product which can be very helpful and convincing."
	text	details	"An image can give an idea of the product, but the text can give details that the image doesn't have, or functions that the image may not have."
	video	analyze	"I watch the videos of the product to forward analyze my option to buy it or not."
Brand loyalists	text	read	"When I search the product I usually know the brand so I dont need to read the text."
	none	quality	"if I already know and it has bad design I would buy it anyways because I know the quality of the products"
	text	errors	"if I know the brand I would buy a product with errors in the text"
	videos	convince	"(...) I usually know the brand that i am buying so I dont need videos to convince me."
	text	typographical errors	"(...) when I know the brand I dont mind if the text has typographical errors because I trust."
Convenience Shoppers	image	time consuming	"I feel like the image is the easiest way to evaluate the product that I'm looking for. It's not time consuming as video is, it represents well what im buying."
	image	describes	"(...) if the image describes everything that I need, i wouldnt need other elements and I would buy it."
	image	quality	"I dont have time to analyze the product so if the images have good quality, I would buy the product"
	text	time	"I look to the images and reviews, text are a plus for me because I dont have time."
	text	lose time	"Text is less important because I first want to see the product itself and more dynamic things such as image and video. After this, if I am happy from what I see, I will "lose" time reading the text to see if I make the purchase or not. Otherwise I wouldn't lose my time if im not happy with the first 2 element that i chose."
	video	time	"Video is not important because I usually dont have time to make an in-deep analysis and see the video."
Needs-based Shoppers	color	unconsciously	"Color is the least most important element because I only buy products from Amazon that i need so it's more like a marketing thing that matters unconsciously but at the end it's not an element that influences my purchase decision."
	image	satisfies	"(...) If I see an image that can satisfies me and has what I want probably i would buy it."
	color	product itself	"(...) wouldn't say color is an important factor that influences me that much because I care more about the product itself."
	color	wouldnt mind	"(...) in general I only buy if I need the product so if i see that the colors are not good but the product yes, I wouldnt mind to buy it."
Experience Shoppers	color	trustfull	"The most important element for me is color but only a good choice of colors depending of the product. If its like cheap products i would prefer to see more "happy colors", if its a more expensive product I would expect lighter colors to seems more trustfull and professional."
	color	brighter	"if I see brighter colors, I would be more likely to buy the product. But I think it has to do with the product or brand itself."
	color	reliability	"Color is the second element most important because If the I dont like the colors or if they are not appealing it doesn't transmit reliability."
	color	reliability	"Color is important for me as well because its related to the brand identity, I think the color makes something flashy or not, it is important that it is something organic and that matches the rest of the site because it increases the reliability of the brand."
	color	brand identity	"Color is important because if its „good for the eyes“ its a plus for me. And it represents the brand identity."
	color	reliable	"Color is important because if the brand uses good colors I always think they did some effort and thought about the design and this makes the brand more reliable."
	color	reliable	"(...) the color of the website is also very important because it shows if the website is reliable or not. i feel like i would never buy something from an orange website. just seems fake."
	color	unsously	"(...) the colors used by the brands affects me unconsciously. It's really important to have a color that represents good the brand. Adding to the fact that represents the brand image and they can be judged for that."

Table 3: Classification of Shoppers by Purchase Behavior

4.2.1. Impulsive Shoppers

Images are crucial in shaping consumer behavior and influencing purchase decisions, especially for impulsive buyers, as they are related to trust, confidence, and reliability.

Through the interviews, it was realized that these concepts are closely related to the element of images and how the consumer perceives the brand and the importance it has on the buying decisions - "if an image is good and professional, it will always get my attention, and I don't need to see other elements to buy it.". They provide a clear and detailed representation of the product, which can help reduce uncertainty and increase confidence in the product. Consumers often rely on images to better understand the product, its features, and its quality. High-quality images accurately representing the product can give consumers a better sense of what they buy, increasing their confidence and willingness.

It was also concluded from the responses that images can also convey essential indications about the brand, such as its level of "quality," "professionalism," and attention to "detail." A brand that uses high-quality images and provides detailed product information will likely be seen as more trustworthy than one that does not invest in visual representation. This, in turn, can increase consumer confidence in the brand and its products. In addition, a well-designed website with visually appealing images can improve the overall user experience and help create a positive brand image.

Moreover, images can be essential in creating an emotional connection with the consumer. By using images that evoke positive emotions, such as happiness, excitement, or admiration, brands can create a stronger emotional connection with their customers, increasing trust and credibility in the brand and its products.

Through the interviews, it was also perceived that the video element does not have much impact on the buying decisions of impulsive consumers, not being as important as images for this type of buyer since they usually require a more extended engagement time and more concentration to understand the information presented. In addition, impulsive buyers tend to act on impulse and make quick decisions, so they may need more patience or attention span to watch a video.

In addition, videos can be more complex to create and may require more resources and technical expertise than images. This can be challenging for companies looking to attract impulse buyers, who may need more resources to create high-quality videos - "With the video, sometimes I'm just boring to watch the video, it needs to be really short; otherwise, I wouldn't watch it."

However, this does not mean that videos are not crucial to the buying decision of impulse buyers or that they cannot be effective in certain situations; they can be a valuable tool for influencing the buying decision.

The results can also be concluded that text has less impact than images for impulsive shoppers because they typically require a more extended engagement time and more concentration to understand the information presented. In addition, impulsive buyers tend to act quickly and may need more patience or attention span to read and process large amounts of text - "Text is the

third element most important because I do not need a very detailed description or much information because most of the time I buy from the images."

In addition, text may be less visually appealing than images and evoke a different emotional response than visual cues. However, text still plays a vital role in providing information about a product and is often necessary for the buyer to make an informed decision. For impulsive buyers, it is essential to present the information in a "clear" using "short" and "easy-to-read" - "I do read texts but only if they are clear and short"; "I think the text has to be short and clear and represents directly what I'm looking for in the product".

4.2.2. Careful Shoppers

Through the interviews, it was realized that when it comes to careful shoppers, text and video play a significant role in their purchase decisions. Unlike impulsive shoppers who make decisions quickly, careful shoppers take their time to research and gather information before making a purchase. As a result, text and video can be essential tools to help these buyers make informed decisions.

Text is essential for careful shoppers, providing "detailed information" about the product. Careful buyers want to know all the details about a product before making a purchase, such as its "features," "benefits", and "specifications". Brands can use text to provide this information, helping to answer the questions and concerns of careful buyers - "An image can give an idea of the product, but the text can give details that the image doesn't have, or functions that the image may not have."

In addition, video can be an effective tool to engage careful shoppers. Videos can provide an interactive and engaging way for careful shoppers to learn about a product. Using videos, brands can show the "product in action", demonstrate its "features", and answer any questions the buyer may have. This can help increase the buyer's understanding and confidence in the product, making them more likely to purchase.

Moreover, videos can also help build "credibility" and "trustworthiness" for the brand in the eyes of careful buyers. Careful consumers often look for transparent and trustworthy brands, and videos can help convey these qualities. As a result, brands that use high-quality videos and provide "detailed product" information are likely to be more trustworthy and credible than brands that do not invest in video content. - "Video is important because it's really important for me to understand the product demonstration, the instructions, how to use it, the proportions,..."

Text was seen as necessary to careful buyers because it provides detailed information about the product, including "specifications," "features," and "benefits." Careful buyers want to understand the product thoroughly before purchasing, and text provides the necessary information to help them make an informed decision. In addition, text can include comments and ratings from other customers, which can be crucial in building trust in the product and brand. "I always see the details of the item and the comments of other customers; these aspects are fundamental for my purchase."

Video also plays a role in the buying decision of careful buyers as it provides a more "dynamic" representation of the product, and customers can image themselves with the specific product. Videos can show the product in use and highlight critical features, which can help careful buyers better understand the product and its capabilities. In addition, videos can demonstrate the "quality" and increase the "memory" of the brand and/or product, which is essential for careful buyers who want to ensure they are making a wise investment. - "Video is the second element because I can see the product from different perspectives, see how to use it, imagine myself with it, and then decide if I would buy."

Thus, it was apparent from the interviews that text and video are both essential elements for careful shoppers, as they provide the information and engagement these shoppers need to make informed buying decisions. Brands that understand the importance of text and video to careful shoppers can effectively use these elements to build "trust" and "credibility" and ultimately drive sales.

4.2.3. Brand Loyalists

The results of the interviews with brand loyalists indicate that videos and text may not be as crucial as other elements in their purchasing decisions. In addition, brand loyalists tend to have a strong trust in their preferred brand and may only require a little information about the product before making a purchase.

In the case of videos, brand loyalists may not find them necessary, as they already have a strong understanding of the product and brand. Therefore, they may not need to see a demonstration or extra information about the product through a video. - "(...) I usually know the brand I buy, so I don't need videos to convince me."

While necessary for other buyers, text may be less significant for brand loyalists. They are already familiar with the specifications and features of the product and therefore do not need additional information. In addition, brand loyalists may prioritize their personal experience and brand recognition over the information provided in the text. Even if the text contains spelling errors, it does not negatively influence this type of consumer since they already trust the brand they are buying - "(...) when I know the brand I don't mind if the text has typographical errors because I trust."

It is important to note that these findings are specific to brand loyalists and may not apply to all buyers. The importance of videos and text may vary based on the specific product and brand. However, these results suggest that for brand loyalists, emphasis may be placed on elements such as "brand recognition" and personal experience rather than videos and text not questioning product quality. - "if I already know and it has a bad design, I would buy it anyways because I know the quality of the products."

4.2.4. Convenience Shoppers

The interview results indicate that images play a crucial role in convenience shoppers' purchasing decisions. Convenience shoppers prioritize quick and easy access to information about the product, and images provide a visual representation that can be "fast" and effectively convey critical information.

For convenience shoppers, images can provide a snapshot of the product's appearance, size, and color, helping them to assess whether it meets their needs and preferences quickly without losing a lot of time purchasing - "I feel like the image is the easiest way to evaluate the product that I'm looking for. It's not time-consuming as video is, it represents well what I'm buying.". This can be particularly important for products challenging to describe through text alone, such as clothing or home decor items. Additionally, images can provide a sense of the product's quality and craftsmanship, helping to establish "trust" and "credibility" with the shopper.

In addition to these functional benefits, images can play an emotional role, evoking feelings and desires that may prompt the convenience shopper to purchase. In this way, these kinds of customers are more likely to buy a product from a particular brand that gives images that describes the product in the best way. - "(...) if the image describes everything I need, I wouldn't need other elements and would buy it."

In this way, the images play an essential role in the purchasing decisions of convenience shoppers, providing a quick and effective means of conveying product information, establishing trust and credibility, and evoking emotional responses. These results highlight the importance of using "high-quality" images that accurately represent the product and conveying the desired image and emotions. - "I don't have time to analyze the product, so if the images have good quality, I will buy the product."

These shoppers value a quick and effortless shopping experience, so the most important elements are those facilitating this goal. In this sense, images are crucial in visualizing the product, making it easier for convenience shoppers to understand what they purchase. On the other hand, text and videos are seen as less important because they slow down the process and add more information, which can be overwhelming and "time-consuming" for convenience shoppers who prioritize speed and simplicity. - "Video is unimportant because I usually don't have time to make an in-deep analysis and see the video." Thus, images are more appealing and effective for these types of shoppers, as they provide the necessary information quickly and straightforwardly.

4.2.5. Need-Based Shoppers

Need-based shoppers primarily focus on finding a product that meets their specific needs. These shoppers are less concerned with the shopping experience and more focused on finding the right product for their needs. In this sense, images play a crucial role in the visual representation of the product and its features, allowing need-based shoppers to assess whether a product meets their needs quickly. This is particularly important for products with complex features, as images can help simplify and clarify these features. Additionally, images can provide information

on how a product may be used, further aiding the decision-making process for need-based shoppers.- "(...) If I see an image that can satisfy me and has what I want probably, I will buy it." Thus, "clear" and "informative" images are essential in facilitating the buying decision of need-based shoppers.

For need-based shoppers, the priority is to find a product that meets their specific needs. These shoppers tend to be less concerned with the aesthetic elements of a product and more focused on its functionality and features. In this context, the importance of color is reduced, as the focus is on the product's ability to meet the shopper's specific needs. - "Color is the least important element because I only buy products from Amazon that I need, so it's more like a marketing thing that matters unconsciously, but in the end, it's not an element that influences my purchase decision."

This is not to say that color is unimportant for need-based shoppers but that it may take a secondary role in the decision-making process. Compared to other elements, such as images and product descriptions, color may be less critical for need-based shoppers in influencing their buying decisions. - "(...) wouldn't say color is an important factor that influences me that much because I care more about the product itself."

4.2.6. Experience Shoppers

The interviews show that colors can evoke emotions and create a specific mood or atmosphere and have shown that the visual appeal of a product highly influences experience shoppers. Colors play a significant role in that visual appeal. The proper use of colors can attract the attention of experience shoppers and influence their interaction with the brand but not that much on the buying decision - " "(...) maybe if the color were black, grey, or ugly colors I would be less likely to click." . From the results, the consumer's answers say that the colors are a really important factor for clients to click in a certain product " "(...) The colors influence the engagement and reaction you will have with a color (...)."

Different colors are associated with different emotions - " (...) Maybe for technological products, I would prefer darker colors, for example. Maybe in clean products, I would prefer brighter colors"; " "I think the brands need to choose good colors; otherwise, they can lose reliability". By incorporating these colors into a website or product design, businesses can evoke a specific emotion in their shoppers, helping to create a positive experience and differentiate their brand.

Additionally, correctly using color can help make a website or product more visually appealing and engaging. This helps keep shoppers' attention and increases their likelihood of purchasing. - " "(...) if the brand uses the color grey, I would associate to something more professional."; " if I want a laptop, I won't buy with the web design being pink; maybe if I want a cosmetic product, yes, I would buy it."

Further, through the results, it can be concluded that color is related to brand identity." I think color can be used to evaluate the brand because, for example, if the brand uses a lot of green, we can connect to environmental brands. So, it is really related to the perception of the brand."

In summary, color is a crucial aspect of design that can play a significant role in the shopping experience of experience-driven shoppers, helping to create positive emotion, improve visual appeal, and differentiate a brand.

5. CONCLUSIONS AND FUTURE WORKS

5.1. Conclusions

Web design is connected to trust, reliability, and confidence because it can convey a company's professionalism and competence, as well as its functionality and commitment to its customers, all of which can affect how people perceive the brand and the likelihood that they will buy something (Xiaofei Hu e Jieping Liu, 2021).

The study concluded that images have a more decisive influence on the purchasing decision than color (Naumzik, C. e Feuerriegel, S., 2020). According to the results, 24 out of the respondents said that images significantly impact their decision to buy a product, whereas most respondents stated that color has little impact on their purchasing decision. Through the results and previous studies, it is concluded that poor image quality can detract from their interest in a product (Abon Chaudhuri et al., 2018), while color was described as a complementary factor that contributes to the overall shopping experience but does not play a significant role in the decision-making process.

According to the findings of the interviews, images and text are crucial factors in a consumer's purchasing decision. The results of the interviews suggest that images play a critical role in the evaluation of products by consumers. Quality and professionalism of images are considered important factors that affect the perception of the quality of products, and most consumers would only purchase a product with images. Consumers look at images when evaluating a product, and impulsive consumers may purchase based solely on the images regarding the interviews and from previous studies (Tomi Utirainun, 2017). For some consumers, the quality of images is linked to feelings of trust towards the product, seller, and brand. The image is often the primary factor that captures the attention of consumers who browse platforms like Amazon, and the quality of the image can affect their decision to research the product further (Wei Di et al., 2004).

The interviews also confirmed that the text was essential for consumers interested in the product details and features described in the accompanying text (Zhepeng Lv, 2018). Furthermore, the consumers viewed the text as complementary to images and a way for the seller to convince them to buy the product. The text was also seen to provide information that other elements may not and was linked to feelings of trust and reliability. Overall, images and text play a role in the consumer's decision-making process, with the image capturing initial attention and the text providing further information to help them make a final decision (Yi-Ching Hsieh et al., 2018).

Color plays a significant role in consumers' online shopping experience, although it is not a direct determining factor in their purchasing decision for some types of customers. Consumers

recognize color as having the potential to impact their perception of a product and attract attention, unconsciously impacting perception and drawing attention; consumers perceive color as complementing other variables in the purchasing process. However, they also stress the importance of well-thought-out and balanced color selection. From the previous studies and confirmed by the interviews, a poor choice or excessive use of color can negatively impact a product's credibility and perceived quality (Lemoine, 2008). Even when color is not the focus, it can significantly impact how consumers perceive a product and their level of engagement. Consumers are aware that color may capture their attention, and they want businesses to choose colors deliberately and in keeping with the image of their products.

Consumers also view the choice of color as a reflection of a brand's identity and mindset and believe that color can help differentiate a brand from others. The selection of colors should match and align with a company's mindset and image, as mismatched colors can harm the brand's reputation. Brands have the potential to differentiate themselves through their use of color and are seen as directly tied to their identity and credibility.

Therefore, color is not directly tied to the purchase decision but is complementary to the buying process, influencing consumers' perception and interaction with the brand. Therefore, effective color selection is crucial for a brand's image, reputation, and credibility.

It can be concluded from the interviews and previous studies that consumers have mixed views on the influence of video on their purchasing decisions. While some view video as an extra and only watch it if the images are not good enough, others feel more confident buying a product with video as it provides additional information (Huang et al., 2017). Fast shoppers find videos boring, but for some consumers, videos play a role in memorization (Saai Memorial Girls School et al., 2020). Consumers also consider the quality of the video to be necessary, with poor quality potentially harming their purchase decision. Lastly, consumers find videos with human models to increase their purchase intent, but they need to look natural and not fake.

Text and images can influence purchase decisions, while video and color can serve as complementary factors that enhance the overall experience and perception of the product.

However, video and color should be noticed, as they can significantly shape the customer experience. Whether or not they act as complementary elements depends on the type of buyer and the specific product or service offered. For some, a visually appealing video may be the deciding factor, while the detailed description in the product text may carry more weight for others. A thoughtful integration of all four elements can create a more holistic and compelling shopping experience.

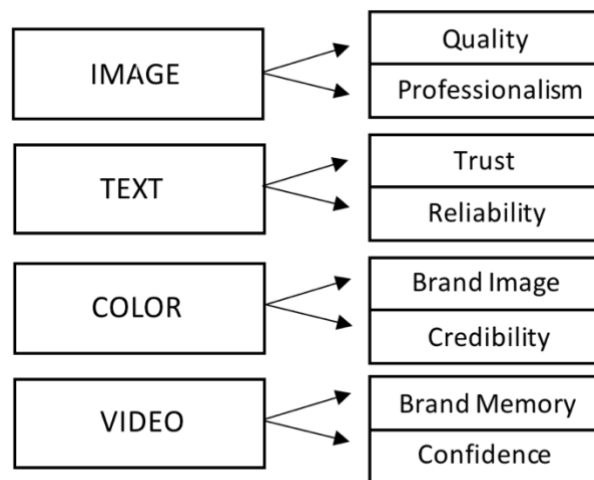


Figure 5: Web Design Elements related to Associated Concepts

The subject of web design can be relative depending on the consumer. Thus, it was necessary to divide consumers into categories to understand which element predominates in each type of consumer. Understanding how different shoppers weigh these elements can help develop targeted marketing strategies, personalizing the shopping experience and ultimately increasing sales.

Extensive research and analysis were conducted on consumer behavior and buying habits. This research identified key trends and patterns in how shoppers use images, text, color, and video to make purchase decisions. We can gain valuable insights into the diverse and complex consumer landscape by categorizing shoppers based on their relative importance on these elements.

In conclusion, the results of the interviews with impulsive shoppers indicate that images play a crucial role in their purchase decisions. Images represent the product, increase consumer confidence and reliability, and create an emotional connection with the consumer. On the other hand, videos are less impactful for impulsive buyers, who may need more patience or attention span to watch a video. While videos can still be an effective tool for influencing buying decisions, images for this shopper may be more critical. Although less impactful than images, text still plays a crucial role in providing product information and should be presented clearly and concisely to meet the needs of impulsive buyers.

Based on the results of the interviews with careful shoppers, it can be concluded that both text and video are essential elements for these buyers in their purchase decisions. The text provides detailed information about the product, including specifications, features, and benefits, which helps careful buyers make informed decisions. On the other hand, video provides an interactive and engaging way for careful buyers to learn about the product and helps build credibility and trust in the brand. Both elements are crucial for careful shoppers who want to ensure they are making a wise investment. Therefore, brands that support high-quality text and video content can effectively engage with these buyers and drive sales.

For brand loyalists, videos and text are less crucial in purchasing decisions than other elements. Brand loyalists have a strong trust and familiarity with their preferred brand and may only require minimal information about the product before making a purchase.

Videos may not be necessary for brand loyalists as they already understand the product and brand and do not need additional information or demonstration. - "(...) I usually know the brand I buy, so I don't need videos to convince me."

Text may also play a less significant role for brand loyalists, as they are already familiar with the specifications and features of the product and do not require additional information. Personal experience and brand recognition may be prioritized over the information provided in the text, even if the text contains errors. These findings indicate that for brand loyalists, other elements such as brand recognition and personal experience may be more important than videos and text in purchasing decisions.

For convenience shoppers, images are the most critical element in their purchasing decisions, while text and videos are seen as less important. This is because convenience shoppers value a quick and effortless shopping experience. Images provide a visual representation of the product that can be quickly assessed, helping to establish trust and credibility and evoking emotional responses. On the other hand, text and videos are viewed as adding more information and slowing down the process, which could be more appealing to these shoppers who prioritize speed and simplicity. These results emphasize the importance of high-quality images in the purchasing decisions of convenience shoppers and the need for a straightforward and visually appealing shopping experience.

For need-based shoppers, the image is the most significant element in their purchasing decision, while color is the least important. Need-based shoppers prioritize discovering a product that meets their specific needs, and images play a crucial role in helping them assess whether a product meets those needs. They value clear and informative images that provide information on the product's features and functionality. On the other hand, color is seen as less critical, as need-based shoppers tend to be more focused on the product's functionality and features rather than its aesthetic elements. This does not mean that color is insignificant for need-based shoppers, but it may take a secondary role in decision-making.

About experience shoppers, color is a significant element in the shopping experience. Color is essential in evoking emotions and creating a specific mood or atmosphere in this group. A product's visual attraction highly influences experience shoppers, and color is a significant component of that appeal. Brands can use color to attract the attention of experience shoppers, influence their interaction with the brand, and differentiate themselves from competitors.

Additionally, the correct use of color can make a website or product more visually appealing and engaging, which can help keep shoppers' attention and increase the odds of making a purchase. The results also suggest that color is related to brand identity and can be used to evaluate a brand.

The main conclusion is that the four elements of web design (image, text, color, and video) significantly attract and engage customers and influence their buying decisions. Each element is

related to specific key concepts through the perception and attitudes that the consumer has towards the brand and products.

However, it is essential to note that the importance and influence of each element vary depending on the type of buyer. This underscores the need for companies to carefully consider the preferences and behaviors of their target audience when designing their websites to attract and retain customers and ultimately drive sales effectively.

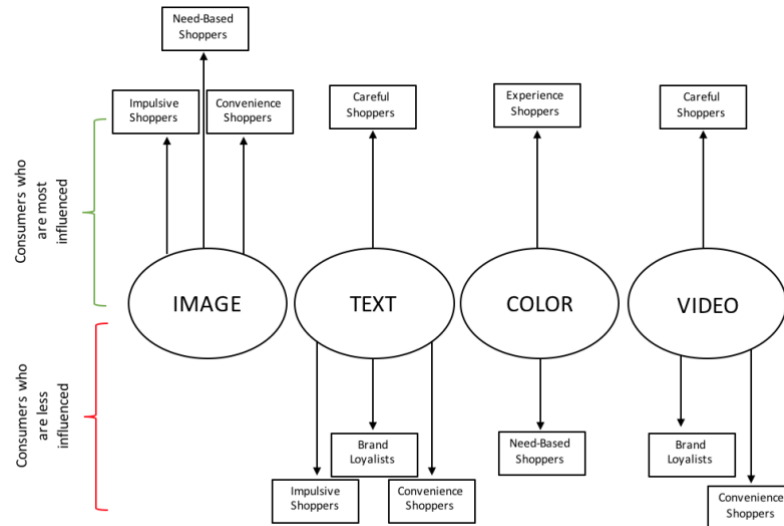


Figure 6: Relationship between Web Design Elements and Shopper Types: Insights for Optimizing Website Design to Maximize Sales Potential

5.2. Limitations

There were some limitations in conducting this study, starting with the lack of previous studies on web design within Amazon, which was the most significant limitation of this study because it had to adapt web design studies and link them to brands within Amazon. There was also a lack of tools to get more in-depth results; for future research, it is recommended that the study have the eye portrait to understand consumer behavior toward web design.

Furthermore, while the semi-structured interviews provided valuable insight, some important limitations must be addressed. First, despite the goal of increasing the representativeness of the sample and validating the results and segmentation structure, most of the people contacted to answer the interview had not shopped on Amazon more than five times. Thus, finding the proper people for the study was more time-consuming. As a result, the sample size could be larger; however, such an increase would be impractical. Thus, survey-based research is recommended for future studies as it will complement the qualitative study conducted.

Subsequently, some respondents could not recall some details of what they felt regarding the influence web design had in specific situations. For future studies, a design simulation is recommended so that consumers can more easily remember how they felt when purchasing a product on Amazon.

Another limitation was that the interviews were conducted in English, which led to several limitations, such as misunderstandings between interviewees and interviewers.

5.3. Future Research

In future research, it is recommended to delve deeper into the various types of buyers and the importance and influence that the four elements of web design, image, text, color, and video, can have on each type. This in-depth examination of buyer behavior would allow companies to better segment and tailor their content to each buyer type, resulting in a more personalized and effective web design that can increase customer engagement, trust, and sales. For example, a study could investigate the differences between design elements that appeal to impulsive buyers and those that appeal to savvy buyers. To do this, companies must continue to explore the behaviors and preferences of different buyers to understand better the unique impact each web design element has on them. This information can then inform the development of targeted and personalized web design strategies tailored to the needs and preferences of each type of shopper, resulting in a more impactful and effective online shopping experience. For this, it is recommended that quantitative and qualitative research methods be combined to understand better how design elements affect a shopper's purchasing decisions. For example, an A/B test could determine which element has the most elevated open or conversion rate, or even a study to measure the impact of color on a buyer's emotional response and the subsequent effect on their buying decisions. The results of such a study could be used to inform website design decisions, helping companies create more effective and engaging websites that attract and retain their target customers.

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APPENDICES

Appendix A

Product Description of Agodeo



- *Premium Printable Vinyl Matte Sticker Paper for Inkjet & Laser Printer*: This product is a self-adhesive Vinyl Matter Paper and includes 34 sheets in the package. It is water resistant and compatible with most inkjet and laser printers. Each sticker paper comes in the standard 8.5" x 11" inches size, is tear and scratch resistant with easy application and quick drying. Each pack features one sheet of Glossy and one sheet of Transparent to entice consumers to buy more product from the range.



- *Premium Printable Vinyl Glossy Sticker Paper for Inkjet & Laser Printer*: This product is a bright white waterproof sticker for multi-purpose indoor and outdoor use. It comes with 34 papers in the package and each paper has a standard measurement of 8.5" x 11" inches. In the package consumers can find one sheet of Matte paper and one sheet of Transparent paper for consumers to try the products of this range.



- *Premium Printable Vinyl Translucent Sticker Paper & Laser Printer*: Each package of this product comes with 62 sheets of white and clear finished paper measuring 8.5" x 11" inches with a weight of 14 ounces, is water resistant and has great compatibility with Injket Printer, Laser Printer and Cricut Maker. This product features one Matte and one Glossy sheet sample. For this product, the applicant has made the product launch on Amazon in the last month.

Appendix B

Product Description of Desert Beauty

During the internship period, this brand had two active products on Amazon.com:



- *Premium Argan Oil*: This product was made from the grains that grow on the argan trees in Morocco. This oil is designed for hair, is rich in vitamin E and essential oil extracts Omega 3, to provide several health benefits, such as lubricating the hair shaft and maintaining moisture. It can also help prevent hair damage and increase hair shine.



- *Neck Firming Cream*: This product contains dual action, it is enriched with peptides, stem cells, collagen and elastin, thought to work synergistically to tighten and rejuvenate the neck skin. It also has vitamins E & C to help restore firmness and elasticity and minimize the appearance of fine lines and wrinkles, its main purpose is to deeply hydrate the skin on the neck.

Appendix C

Product Description of Flumello



- *Kalimba 17 Keys Thumb Piano*: This product is handmade from mahogany wood and ore steel bars with a size of 5.3x 1.4 x 7.3 inches and produces a rich and warm timbre. This Kalimba includes in the purchase: Packaging Box, Tuning Hammer, Protective Hardcase, Finger Covers, Colored Stickers, Cleaning Cloth, Microfiber Bag, Songbook with 21 songs to learn and Kalimba Tutorials App.

Appendix D

Product Description of Kingboss



- *KingBoss Portable Power Station*: This product is a portable power station with AC/DC/USB outputs: 2*110V AC output (500W), USB QC 3.0 port, 2* USB ports (5V-2.4A), 1* DC output and with 1* DC input (12V- 24V). The portable power station can charge devices such as a computer, Jump Starter, Mini Projector, Fan, Mini Refrigerator, Printer, Drone, Phone/Tablet, Powertool and Laptop/TV. Only devices up to 500W can be charged. Kingboss Electric Generator includes 500W outdoor and indoor power supply, car charger, AC power adapter and USB-C cable + Kingboss Travel Carrying Bag. The 500W power plant is perfect for transporting due to its weight (11lbs) and size (7.70x5.20x9.10in). This product's battery-powered outlet can be recharged with a compatible 100W photovoltaic solar panel (8 hours), our car charger (12 hours), and the AC wall outlet (6.5 hours). The 1000W lithium battery recharges faster than other batteries. This product is also equipped with an advanced Multiple Outlet Battery Management System (BMS) that protects the battery and devices against short circuits, overtemperature, overcharge, overvoltage and overload.

Appendix E

Interview conducted for Amazon customers

Introduction:

Good morning/afternoon, my name is Francisca, I am currently students at NOVA Information Management School doing my thesis in Information Management Specialized in Marketing Intelligence. Before we get started, I would like to thank you for your presence and availability. As a part of my project, I am conducting research related to the influence that web design has on the buying decision moment of customers on Amazon considering the four elements present: image, text, color, and video. In this way, the interview is divided into 5 sections, the first one about web design in general and your view on this topic and the following sections are aimed at

each element and the influence they have on your buying decision moment on Amazon's website.

For this purpose, I will conduct a semi-structured interview that will have a duration of approximately 30 minutes. The interview is based on a predetermined list of questions, which will allow us to have an open conversation and discussion and will provide relevant conclusions to support my work. This means that there are no right or wrong answers, and you are free to say whatever comes to your mind on the subject.

If you don't mind, I will record this session so that I can review it in detail later. I remind you that the entire session is confidential, and it will remain anonymous. Is that ok for you? If you have any questions, feel free to ask. Otherwise, I will proceed with the interview.

Questions and References

	Questions	References
WEB DESIGN	How many times do you visit Amazon in a month?	Pedro Simões Coelho, Paulo Rita, Zélia Raposo Santos, On the relationship between consumer-brand identification, brand community, and brand loyalty, <i>Journal of Retailing and Consumer Services</i> , Volume 43, 2018, Pages 101-110, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2018.03.011 .
	Have you ever judged a brand based on its web design? If so, please provide examples.	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
	Please indicate, in order, which aspects of the website you value the most when making a purchase decision: color, text, images, or video.	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
	What is the reason for selecting the element X first in the purchasing decisions?	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
	What is the reason for selecting X as the second most important factor in purchasing decisions?	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
	What is the reason for selecting X as the second most important factor in purchasing decisions?	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
	What is the reason for selecting X as the second most important factor in purchasing decisions?	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635

IMAGE

Is the product's image an important factor in purchasing decisions?	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
If so, why is it important?	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
Do you look at all of the images on the product listing when you buy it on Amazon?	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
Do you usually go to Amazon to look for a specific product or to scroll down to see if you want to buy something?	Pedro Simões Coelho, Paulo Rita, Zélia Raposo Santos, On the relationship between consumer-brand identification, brand community, and brand loyalty, Journal of Retailing and Consumer Services, Volume 43, 2018, Pages 101-110, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2018.03.011 .
If you're looking to buy something, was the image the deciding factor in your final decision? Why?	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
Would you buy a product on Amazon if the product image was blurry and of poor quality? Justify.	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [Master Thesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635

TEXT

Do you usually read product descriptions?	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [Master Thesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
If not, please justify your position and do not respond to the following questions.	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
Do you believe that the product description text adds value to the brands on the platform? Justify.	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
Have you ever clicked on a product with high expectations but didn't buy it because of the description? Justify.	Pedro Simões Coelho, Paulo Rita, Zélia Raposo Santos, On the relationship between consumer-brand identification, brand community, and brand loyalty, Journal of Retailing and Consumer Services, Volume 43, 2018, Pages 101-110, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2018.03.011 .
Do you believe that typographical errors in product descriptions could have a negative impact on your purchasing decision? Justify.	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
Do you feel that the titles assigned to the products influence you to click and, consequently, at the moment of purchase decision?	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .

COLOR

Based on your shopping experience at Amazon, what potential do you think the colors used by the brands on the website have?	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .
Is it possible to evaluate a brand based on the colors used in its design? If so, provide examples.	Pedro Simões Coelho, Paulo Rita, Zélia Raposo Santos, On the relationship between consumer-brand identification, brand community, and brand loyalty, Journal of Retailing and Consumer Services, Volume 43, 2018, Pages 101-110, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2018.03.011 .
Do colors make it easier for you to remember a brand?	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [Master Thesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
If you are undecided between two similar brands with the same product, but one is publicizing the product with your preferred colors, will this influence your decision?	Pedro Simões Coelho, Paulo Rita, Zélia Raposo Santos, On the relationship between consumer-brand identification, brand community, and brand loyalty, Journal of Retailing and Consumer Services, Volume 43, 2018, Pages 101-110, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2018.03.011 .
Do you feel that ads with bright colors encourage you to buy the given product? Why?	Pedro Simões Coelho, Paulo Rita, Zélia Raposo Santos, On the relationship between consumer-brand identification, brand community, and brand loyalty, Journal of Retailing and Consumer Services, Volume 43, 2018, Pages 101-110, ISSN 0969-6989, https://doi.org/10.1016/j.jretconser.2018.03.011 .

VIDEO	Do you feel more confident in purchasing a product that contains videos? Why?	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
	Have you ever felt that product demonstration videos influenced your purchasing decision? Justify.	Coimbra, C. G. D. (2017). O autoconceito e o uso de maquilhagem por parte do sexo feminino [MasterThesis, Instituto Superior de Economia e Gestão]. Repositório da Universidade Técnica de Lisboa. http://hdl.handle.net/10400.5/14635
	Do you believe that watching a video with a human model interacting with the product makes you more likely to buy it?	Daniel Pinto Lopes, Paulo Rita, Horst Treiblmaier, The impact of blockchain on the aviation industry: Findings from a qualitative study, Research in Transportation Business & Management, Volume 41, 2021, 100669, ISSN 2210-5395, https://doi.org/10.1016/j.rtbm.2021.100669 .

Appendix F

Web Design actions taken for Agodeo

WEEK 1: The choice of colors went through a big process. In general, the company would like to have more captivating and meaningful colors for their business. Thus, the candidate had her first meeting with the E-Commerce department where a brainstorm was held in which everyone told the perception they had of each color, what they felt when they saw a color and what the color transmitted to them.

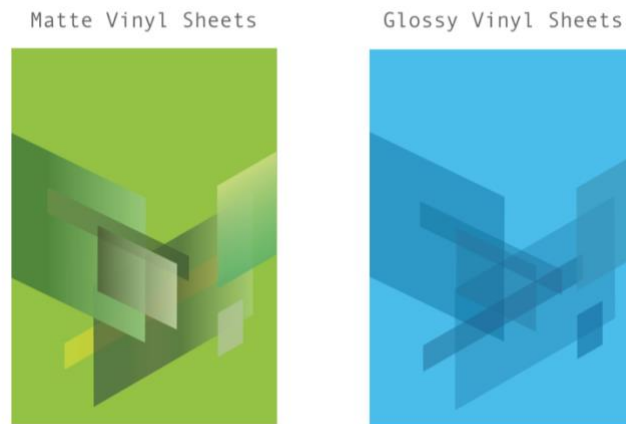
After the brainstorm, it was thought to use cold colors for the new packages but containing a great intensity with the goal of captivating the consumer's attention.

For the Matte Vinyl Sticker Paper product, green was chosen as the main color, with the main objective of the product being associated with the idea of nature and tranquility, mostly to refer to stress relief.

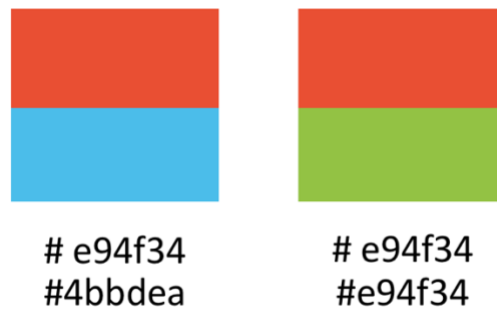
For the Glossy Vinyl Sticker Paper product, the package was changed to blue, which is often related to the idea of freedom, imagination, loyalty, and trust. One of the reasons for choosing this color was the desire to awaken the consumer's peace of mind and raise the credibility of the brand.

Although the main colors chosen were green and blue, the company would like to have a warm secondary color for the product to be more eye-catching. Red was chosen for both products as a secondary color to give extra "energy" to catch the eye of the consumer when looking for a similar product.

Pattern Style for each product:



Pattern Style for the New Packaging:



The text font used for each product was defined for marketing purposes in the following weeks:

MAIN FONT

Font Name: Roboto Bold

Link to download font <https://fonts.google.com/specimen/Roboto>

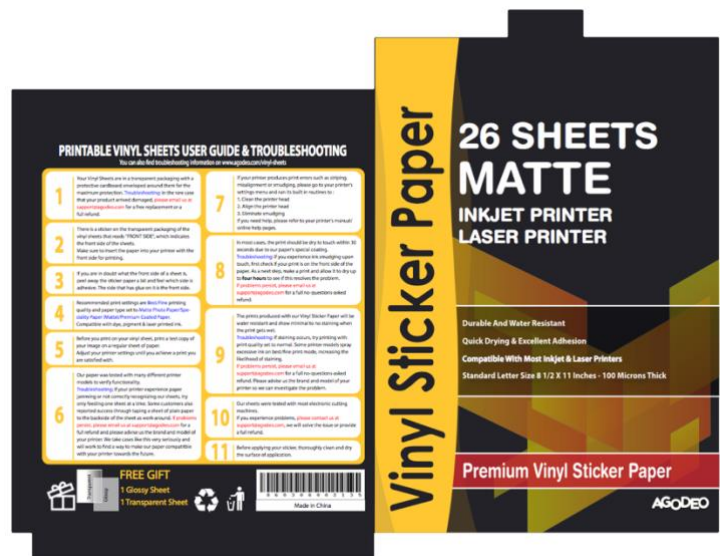
SECONDARY FONT

Font Name: Roboto Regular

Link to download font <https://fonts.google.com/specimen/Roboto>

The company also increased the number of sheets since more and more brands were selling the same product with more sheets. It was also added the samples of products from the same range that each package contains

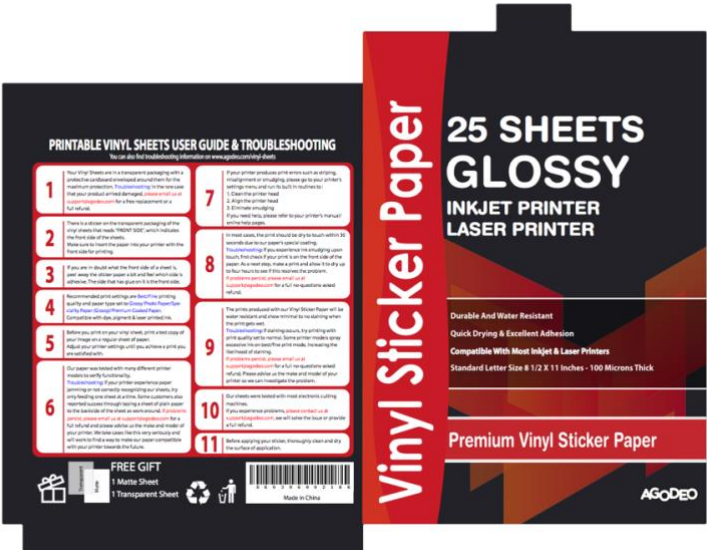
Matte Vinyl Sticker Paper Old Package:



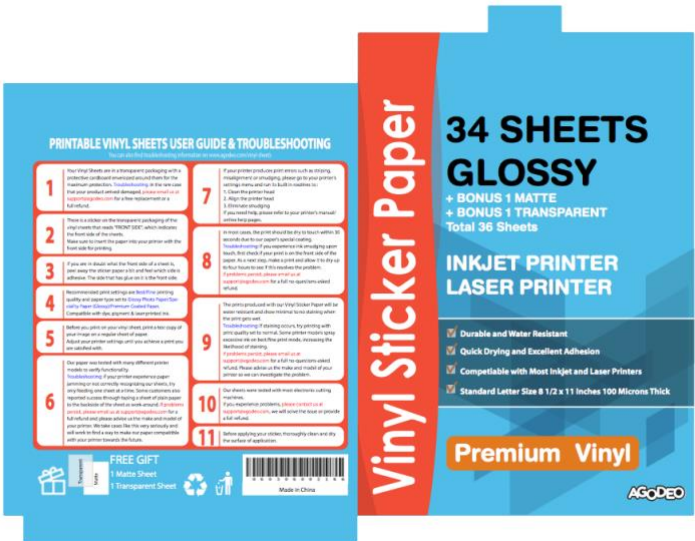
Matte Vinyl Sticker Paper New Package:



Glossy Vinyl Sticker Paper Old Package:



Glossy Vinyl Sticker Paper New Package:



WEEK 2:

After the first month of training, the candidate was put into market research to understand what action should be taken for the next week.

After an in-depth analysis of what could be improved, the intern came across many questions from consumers on how to use this product correctly for better gluing results. Thus, a meeting was held with the E-Commerce department where the basic idea would be to release a video explaining how to use the product. This idea progressed and the video was launched with the goal of increasing sales and building customer loyalty.

Matte Sticker Paper Video:



WEEK 4:

In week four and six, the candidate began publishing thematic posts on Amazon about the Matte and Glossy Vinyl Sticker Paper products with the goal of building customer loyalty and broadening the target audience on the platform.

The themes chosen were Halloween for the fourth week and Winter for the sixth week.

The choice of images was according to the chosen theme, in this case for the week of Halloween, the colors chosen were mostly warm, mostly orange, and black.

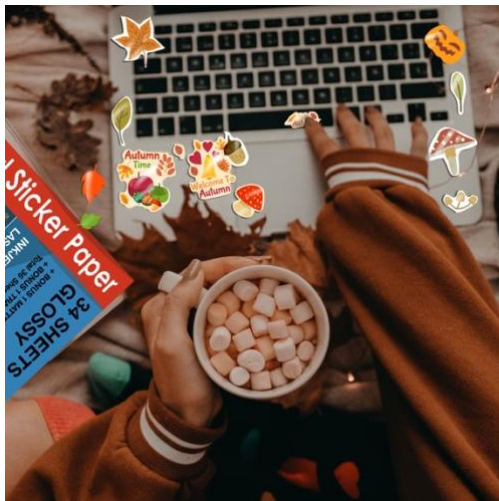
The warm colors were used, primarily because they are related to the theme chosen for the publications. But also, because these colors refer to the sensation of heat, which transmit joy

and vivacity, they are stimulating and dynamic colors that capture the consumer's attention. In the week that winter posts were published, the chosen sticker colors were cold, mostly white. Winter is associated with cold and neutral colors. Thus, the colors chosen had as main objective to transmit tranquility and calmness with a complement of neutral colors. The text for all weeks was thought to be as direct and easy to interpret as possible to be a captivating and interesting publication to the eye of the consumers.

Note: The brand's Amazon publications were deleted for the descriptions to be reused since Amazon does not accept the same images or text in different publications for the same brand. However, here are the publications made with their descriptions in each publication made on Amazon.com.

WEEK 4:

Halloween and Autumn Amazon posts



Description:

“Have you tried our glitter stickers? They are suitable for all kinds of material. If you are not satisfied, we will give you a full refund!”



Description:

"Imagine yourself using the best Halloween decoration. Can you imagine? I do! With our stickers it's easy!"



Description:

"This product is the solution you need to have the best Halloween, surprise yourself with our simple, practical and unique stickers!"



Description:

"Come and get to know our sticker papers! Our products are exclusive and only a few units are available, will you want to miss this opportunity?"



Description:

“Do you know that by purchasing the Matte Vinyl Sticker Paper you will receive samples of our product range completely free?”



Description:

“Are you looking for the best Halloween decoration?
With our stickers you will get it!”



Description:

“Are you ready for Halloween? We already are and with lots of new stuff for you, come check out our products!”

WEEK 6:

Amazon Winter posts



Description:

“Warm up your winter with our self-adhesive shoes that fit all kinds of materials”



Description:

“You deserve the best for this winter, come meet us. You won’t regret!”



Description:

"The best refinement for your bottle of wine!"



Description:

"Are you looking for the best decoration for this winter? We have everything you need!"



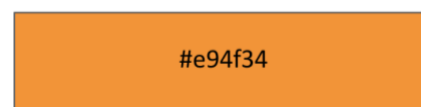
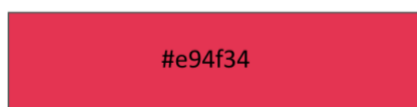
Description:

"This winter show the world who you are with our stickers!"

WEEK 7:

For this week, the E-Commerce department decided to change the brand logo. The main goal was to focus on the three of the five main colors that the logo had (red, orange, and blue) and try to make the logo more attractive and more intense in the eyes of customers. The main reason for choosing this combination of colors is because of the Brand Memory that becomes an easier process with the chosen colors.

Main Color and Sub Color:



Colors for the brand:



#e7314f



#f49529



#4dc1ee

LOGO Font: FREDOKA

MAIN FONT (used for titles and headings): QUICSAND BOLD

SECONDARY FONT (used for body text): Roboto Regular

Logo before:



Logo tests:



New logo:



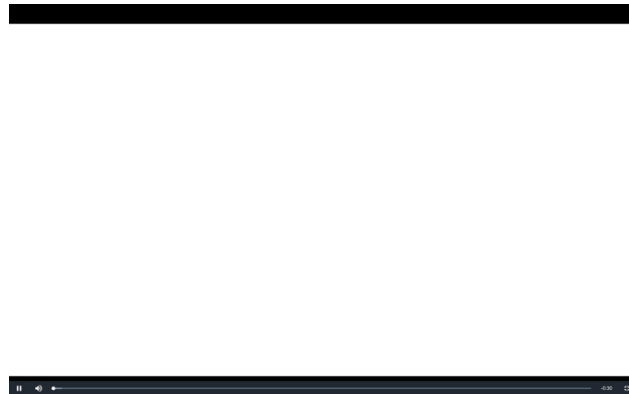
WEEK 9:

The E-Commerce department decided to release a video in seventh week to get new customers and introduce them to our products and the advantages of buying them.

Matte Video:



Glossy video:



WEEK 10:

In the tenth week, it was decided the images of the products on the brand's website. In this way, the E-Commerce department delegated the designers the task of making new images for the products. Images that had unnecessary information for the moment of purchase decision were removed, and the design was improved to captivate the customer to make a quicker and more effective product analysis.

Matte Vinyl Sticker Paper

Old pictures:



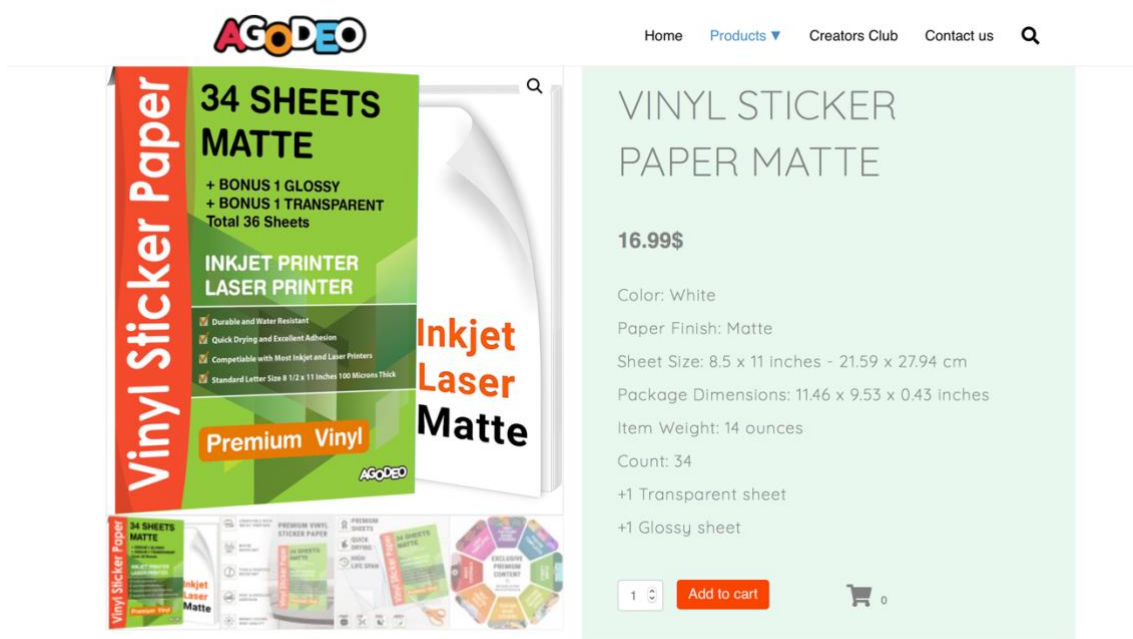


New pictures:



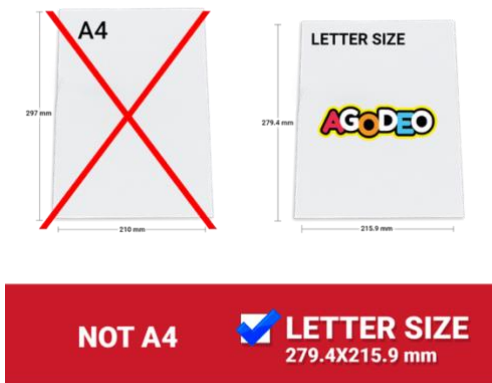


Pictures on website:



Glossy Vinyl Sticker Paper

Old pictures:



New pictures:



Pictures on website:



WEEK 13:


Due to the large number of sales in the previous weeks, the brand needed to restock the products. Thus, the sales in the following two weeks, there were no actions for the brand.

WEEK 16:

The new stock was almost coming to the company, and thus the main image on Amazon was changed. This strategy focused on increasing sales through PPC, so that customers would click more on our product and consequently buy it.

Old pictures:

Save 10%




(25 Sheets)
Transparency Paper
Sheets For Inkjet...
★★★★☆ 7438
\$8.99\$9.99
Subscribe & Save
Shop now

Sponsored


shipped by Amazon

Amazon's Choice



Premium Printable Vinyl
Sticker Paper for Inkjet & Laser
Printer - 34 Sheets Self-
Adhesive Sheets Matte White...
★★★★☆ ~ 1,116
\$13⁹⁹
\$12.59 with Subscribe & Save
discount
Get it as soon as Tomorrow, Jun 2
FREE Shipping on orders over \$25
shipped by Amazon
More Buying Choices
\$13.29 (2 used & new offers)


shipped by Amazon



Sticker Paper for Inkjet Printer
30 Sheets Vinyl Sticker Paper
Glossy Waterproof - Size
8.5"x11" A4 - Inkjet & Laser...
★★★★☆ ~ 4,476
\$12⁹⁹ \$18.99
Save more with Subscribe & Save
Save 15% with coupon
Get it as soon as Fri, Jun 3
FREE Shipping on orders over \$25
shipped by Amazon
More Buying Choices
\$10.39 (6 used & new offers)


shipped by Amazon

Best Seller




30 Sheets, Printable White
Sticker Paper, Laser/Inkjet
Printing - Matte, Letter Size
(8.5" x 11")
★★★★☆ ~ 14,944
\$6⁵⁹ (\$0.22/Count)
Save more with Subscribe & Save
Get it as soon as Tomorrow, Jun 2
FREE Shipping on orders over \$25
shipped by Amazon


shipped by Amazon



Premium Printable Vinyl
Sticker Paper for Inkjet & Laser
Printer - Self-Adhesive Sheets
Glossy White Waterproof,...
★★★★☆ ~ 450
\$14⁹⁹
Get it as soon as Tomorrow, Jun 2
FREE Shipping on orders over \$25
shipped by Amazon




Sponsored



Printable Vinyl Sticker Paper
for Inkjet Printer - Matte
White - 15 Self-Adhesive

New pictures:

Save 10%




(25 Sheets)
Transparency Paper
Sheets For Inkjet...
★★★★☆ 7438
\$8.99\$9.99
Subscribe & Save
Shop now

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shipped by Amazon

Amazon's Choice



Premium Printable Vinyl
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★★★★☆ ~ 1,116
\$13⁹⁹
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discount
Get it as soon as Tomorrow, Jun 2
FREE Shipping on orders over \$25
shipped by Amazon
More Buying Choices
\$13.29 (2 used & new offers)


shipped by Amazon



Sticker Paper for Inkjet Printer
30 Sheets Vinyl Sticker Paper
Glossy Waterproof - Size
8.5"x11" A4 - Inkjet & Laser...
★★★★☆ ~ 4,476
\$12⁹⁹ \$18.99
Save more with Subscribe & Save
Save 15% with coupon
Get it as soon as Fri, Jun 3
FREE Shipping on orders over \$25
shipped by Amazon
More Buying Choices
\$10.39 (6 used & new offers)


shipped by Amazon

Best Seller




30 Sheets, Printable White
Sticker Paper, Laser/Inkjet
Printing - Matte, Letter Size
(8.5" x 11")
★★★★☆ ~ 14,944
\$6⁵⁹ (\$0.22/Count)
Save more with Subscribe & Save
Get it as soon as Tomorrow, Jun 2
FREE Shipping on orders over \$25
shipped by Amazon


shipped by Amazon



Premium Printable Vinyl
Sticker Paper for Inkjet & Laser
Printer - Self-Adhesive Sheets
Glossy White Waterproof,...
★★★★☆ ~ 450
\$14⁹⁹
Get it as soon as Tomorrow, Jun 2
FREE Shipping on orders over \$25
shipped by Amazon



Sponsored



Printable Vinyl Sticker Paper
for Inkjet Printer - Matte
White - 15 Self-Adhesive

64

WEEK 17:

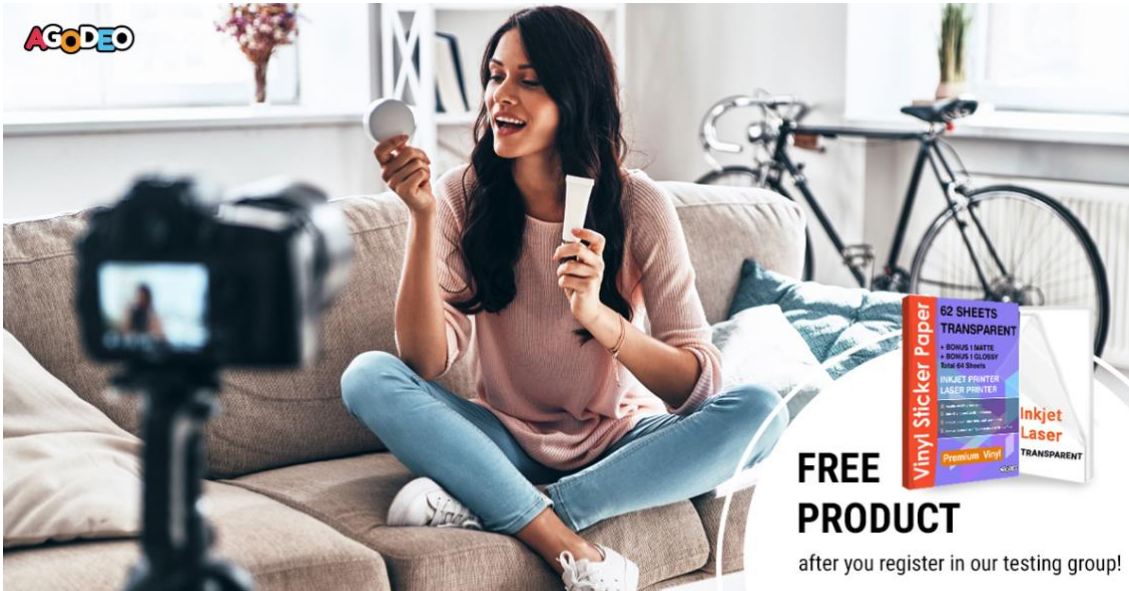
This week, a video was released with the aim of giving credibility to the brand. A model made a video on the company giving her feedback regarding the Matte Vinyl Sticker Paper product with the goal of customers realizing that the brand is trustworthy. The choice to put a human in the video was also to attract customers and to get as many views as possible.

Link of the video: <https://www.youtube.com/watch?v=tkoQVMrF3Yk>

WEEK 18:

This week the new product "Transparent Vinyl Sticker Paper" arrived. This way, the company decided, before launching the product on Amazon.com, to create a giveaway on Facebook for consumers to get to know the product. The giveaway was also held with the aim of creating positive reviews on Amazon to create credibility and start sales right away with positive feedback on the platform.

Picture of the Facebook Ads:



The image is a Facebook advertisement for AGODEO. It features a woman with long dark hair, wearing a pink sweater and blue jeans, sitting cross-legged on a beige sofa. She is holding a small white circular sticker in her right hand and a small white rectangular sticker in her left hand, looking at them with a smile. In the foreground, a camera on a tripod is positioned to film her. The background shows a modern living room with a white wall, a bicycle, and a potted plant. In the top left corner, the AGODEO logo is visible. In the bottom right corner, there is a graphic showing two boxes of AGODEO Vinyl Sticker Paper: one labeled '62 SHEETS TRANSPARENT' and another labeled 'Inkjet Laser TRANSPARENT'. Below the graphic, the text reads: **FREE PRODUCT** after you register in our testing group!

WEEK 22:

Four weeks after the giveaway, and giving customers time to try the product, a company created a listing on Amazon "Transparent Vinyl Sticker Paper." The images were made to be like the brand's other products, and the text was written to be as engaging as possible in the eyes of the consumer, in order to read as little as possible and capture as much information as possible.

Pictures for the Listing:



Text for the Listing:

About this item...

- “ Ignite Your Creative Side With Our Premium Inkjet Printable Vinyl Sticker Paper Translucent. Take Your Craft To The Next Level! It’s no ordinary Translucent Vinyl Sticker Paper! With Agodeo’s premium Translucent vinyl sticker paper for Inkjet, your art has endless possibilities.
- You can use printable vinyl to make all sorts of quality stickers for car bumpers, windows, model trains, airplanes, mobile & laptop skin, etc. Use it to create easy & fun labels and decals! Our premium printable Vinyl Translucent Paper improves your art and helps you explore your artistic potential!
- Do-It-Yourself stickers & Show Your Creative Side: Customise your creativity with our printable Translucent vinyl sticker paper in crafting long-lasting graphics on windows, car decals, custom signs, scrapbooking, and the options are only limited by your imagination.
- Compatible With Your Inkjet Printer: Our 20 printable Translucent vinyl sticker paper is fully compatible with your inkjet printer, laser printer, and Cricut maker. Each self-adhesive vinyl sheet comes in the standard size of 8.5 x 11 inches.
- Easy Application & Quick Drying: Don’t hold back your creative side because of the fear of poorly colored prints. Our high-quality quick-dry printable Translucent vinyl is super easy to use. Cut like a pro with our easy to cut sheets, either by hand or using a cutting machine like a Cricut. It just takes 5 minutes.
- Durable Application: Fun, easy to use and elevates your creativity. Our paper is also designed to be waterproof. Vibrant Colors: Our printable vinyl sticker is amazing at holding the colors and gives the most vibrant outcome without any spills. “

Appendix G

Web Design actions taken for Deseart Beauty

WEEK 1:

In the first week, the intern realized that main photo of the neck cream did not show the actual size of the product, making it smaller in the actual photo. Thus, the main photo, to get a better performance in the PPC, was changed according to the mentioned criteria.

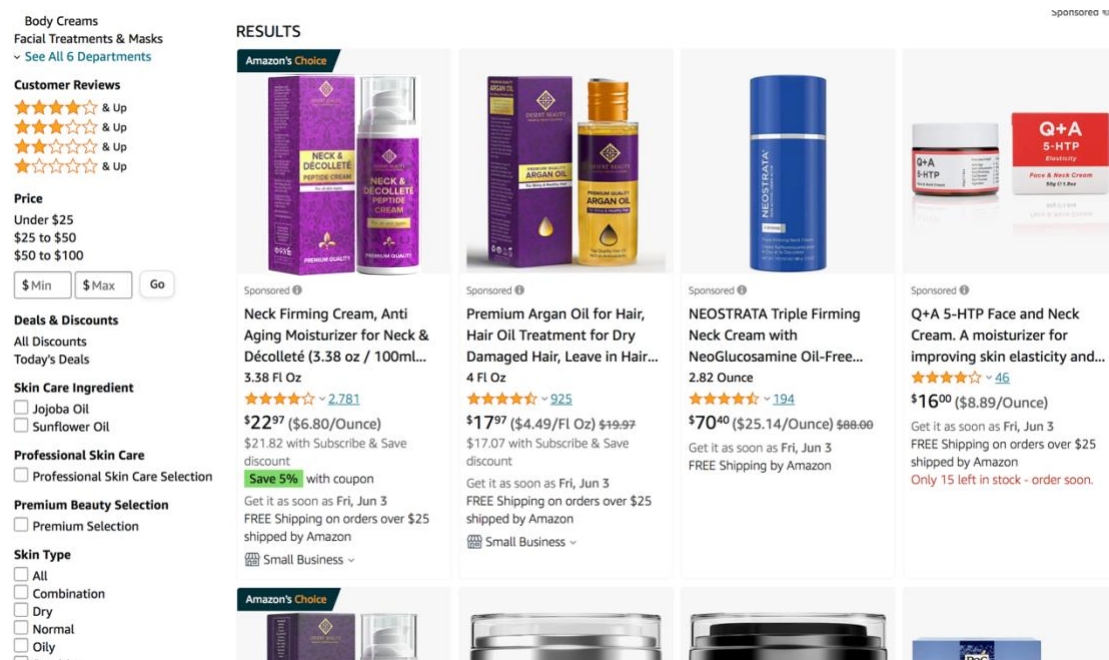
Old picture:



New picture:



New picture on Amazon:



WEEK 2:

In the second week the first video was released on Amazon.com with the new packaging. The content of the video is the explanation of the product in detail making consumers see the advantages of buying it. This video is not supported for embedding in this document.

WEEK 5:

This week Amazon posts were published with the main goal of raising sales that went down in the fourth week. The descriptions written for the posts are quite direct and short to capture the consumer's attention.



Description: Are you ready for this winter? With our products, your neck and hair will be!



Description: Is there anything better than taking care of you? Enjoy our products!



Description: Our stock is almost gone; do you want to miss our offers?

WEEK 8:

In week eight, the candidate was asked for feedback on what should be improved on the website in the brand. Thus, the feedback was based on the text that should be changed to improve the experience of the consumer's visit.

Old text:

We believe in the exceptional beauty of every single woman on the planet! Beauty is not one dimensional, can't be defined by size, color, or age. We encourage everyone to realise their personal potential for beauty by producing skin and hair care products that deliver superior quality.

In our skin care products, we use proven formulas enriched with peptides, stem cells, collagen, elastin, vitamins, and hyaluronic acid to help thousands of women get back the smoothness and elasticity of their skin, as well as reduce wrinkles, fine lines, and dark spots. In our hair care products, we focus on using natural oils to nourish and strengthen the hair.

We're more that sure you will fall in love with the incredible results you will get with our products! If you need any assistance - contact us anytime!

We will be more than happy to let you get the best experience!

New text:

We believe in the exceptional beauty of every single woman on the planet!

Beauty is not one dimensional: it can't be defined by size, color, or age. We encourage everyone to realize their personal potential for beauty by producing skin and hair care products that deliver superior quality.

In our skin care products, we use proven formulas enriched with peptides, stem cells, collagen, elastin, vitamins, and hyaluronic acid to help thousands of women get back the smoothness and elasticity of their skin, as well as reduce wrinkles, fine lines, and dark spots. In our hair care products, we focus on using natural oils to nourish and strengthen the hair.





We're more than sure you will fall in love with the incredible results you will get with our products!

If you need any assistance, you can contact us anytime.

We will be more than happy to let you get the best experience!

WEEK 10:

In the tenth week a marketing plan was made for the social media Instagram to be started in the coming weeks. This marketing plan aimed to reach 750 followers in four weeks.

Content calendar - Desert Beauty						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Introduction to the brand - Multiple photos (min.2) - 1st photo - just text "Who we are?" - 2nd photo - the products - pic. of the logo	Announce current promotion - add link	Share something to educate the audience - tip	Repost happy customer photo or photo of the review	Inspirational or funny quote	Promote a gift that we are offering (digital gift)	Share something about the business - example why we started?
Educate the audience - example: showing a small portion of how the product is made	Today's skincare reminder - prepare a gif with different skincare reminders and ask the customers to take a screenshot of their daily reminder	Share a beautiful photo of the products	 Example of a text post	Our favourite skincare products selection - steps: cleanser, daily moisturiser etc. + mention our product on the correct step	Promote current promotion or link to the website	Share something to educate the audience - preferably longer post
Share interesting trend in the industry	Announce current promotion or an upcoming one		Share myth and a truth about the industry	Ask the audience what are their plans for the weekend	Video of the products' texture for example	Create educational carousel post
Show the ingredients of the product 	Share inspirational or funny quote	Remind the audience about your current promotion or from where they can buy the product	Share a tip	Share a testimonial from a satisfied customer	Boomerang or some other type of interactive post with the product	Behind the scenes post
Photo of the product + what is our "mission" something that the brand cares about	Foods that help the skin \anti-aging	Before \after results photo	A few ways to relieve stress		Promote the product on Amazon or website	Share more about Are we a sustainable brand? Animal tested?

Checklist for the Marketing Plan:

- ➔ Always share a post in regards with a current worldwide event/problem? - make sure that the time and content are relevant and are posted at the right time
- ➔ Prepare a list with relevant hashtags for the posts
- ➔ Always make sure to add 'alt text' (main keywords)
- ➔ Choose an app to use for scheduling posts
- ➔ Post at least one story every day
- ➔ In the end of every week establish the trends and popular themes and build the content for next week based on that
- ➔ Prepare story posts content calendar - should be interactive (it's important for the algorithm the audience to interact with the content);
- ➔ Create infographics, so we can post not only photos of the products
- ➔ Add highlights with stories posts
- ➔ Upload reels
- ➔ Once we collect more data about the audience - create the content based on that
- ➔ Switch to business profile if we haven't already.

WEEK 11:

The color of the Neck Cream product on Amazon was unrealistic, with the product being delivered to customers in a purple hue. Thus, the main image on the platform was changed, and the packaging underwent text changes. On the old packaging was the explanation of how to use the product and basic information about the product. The new text contains the harmful products that the product did not contain in its formula, the care that should be taken, and what the product is made of.

In this week, the company also decided to publish amazon posts with the new product design.

Old picture:



New picture:



New picture on Amazon:

Facial Oils
Facial Night Creams
Health & Household
Diet & Sports Nutrition
See All 12 Departments

Customer Reviews

★★★★★ & Up
★★★★★ & Up
★★★★★ & Up
★★★★★ & Up

Brand

☐ Gold Bond
☐ RoC
☐ Neutrogena
☐ L'Oréal Paris
☐ ACTIVSCIENCE
☐ IT Cosmetics
☐ Perricone MD
See more

Price

Under \$25
\$25 to \$50
\$50 to \$100
\$100 to \$200
\$200 & Above

\$ Min \$ Max Go

Deals & Discounts

All Discounts
Today's Deals
Salon & Spa

RESULTS

Best Seller

activ science
TRIPLE FIRMING NECK CREAM
1.7 fl. oz. (50 ml)

Sponsored

ActivScience Neck Firming Cream - Natural Anti-Aging Facial Moisturizer with Retinol...
1.7 Fl Oz
★★★★★ ~ 11,582
\$24.99 (\$14.70/Fl Oz) \$29.99
\$22.49 with Subscribe & Save discount
Get it as soon as Sat, Jun 4
FREE Shipping on orders over \$25 shipped by Amazon

ORCA
NECK FIRMING CREAM
FOR NECK, DÉCOLLETÉ & JAWLINE
1.7 Fl Oz

Sponsored

Neck Firming Cream
Tightening Lifting Sagging Skin - Neck Tightening Cream...
1.7 Fl Oz
★★★★★ ~ 127
\$16.99 (\$9.99/Fl Oz) \$19.99
\$16.14 with Subscribe & Save discount
Save 20% with coupon
Get it as soon as Sat, Jun 4
FREE Shipping on orders over \$25 shipped by Amazon

DESERT BEAUTY
NECK & DÉCOLLETÉ PEPTIDE CREAM
For all skin types
PREMIUM QUALITY

Sponsored

Neck Firming Cream, Anti Aging Moisturizer for Neck & Décolleté (3.38 oz / 100ml...
3.38 Fl Oz
★★★★★ ~ 2,783
\$22.97 (\$6.80/Ounce)
\$21.82 with Subscribe & Save discount
Save 5% with coupon
Get it as soon as Sat, Jun 4
FREE Shipping on orders over \$25 shipped by Amazon
Small Business

StriVectin
ADVANCED TIGHTENING NECK CREAM
3.4 Fl Oz
★★★★★ ~ 4,814
\$139.00 (\$40.88/Fl Oz)
\$132.05 with Subscribe & Save discount
Save \$27.80 with coupon
Get it as soon as Sat, Jun 4
FREE Shipping by Amazon

Amazon posts



Description: Moisturize your hair and neck with natural products, if you don't like them, we will give you full refund!



Description: We want to give you the best of yourself with our products. Hurry up and get our products, stock is almost gone!



Description: The formula of our products is entirely based on natural compounds. Visit our website and get yours!



Description: Sick of dry hair and dehydrated skin? We have the solution for you, our products are composed of natural elements!

WEEK 13:

In the penultimate week before the contract with the brand ended, the photos of the results that the product brought in were changed for both products on the Amazon listing.

Neck Firming Cream

Old picture:



New picture:



WEEK 14:

In the fourteenth week that the intern was doing marketing for the Desert Beauty brand, the contract ended. Thus, the brand started to create its own marketing and the company OFoundation stopped working for it.

Appendix H

Web Design actions taken for Flumello

WEEK 1:

In the first week a video was released with the goal of increasing the target audience and advertising our product, what it contains in the package, and the advantages to buy it. This video is not supported for embedding in this document.

WEEK 4:

In the fourth week the E-Commerce department conducted an A/B test to figure out which color for the main image on Amazon performed best. The main purpose of changing the color of the main image was to increase Pay-Per-Click performance. The colors chosen were Green and Blue.

Color: Green



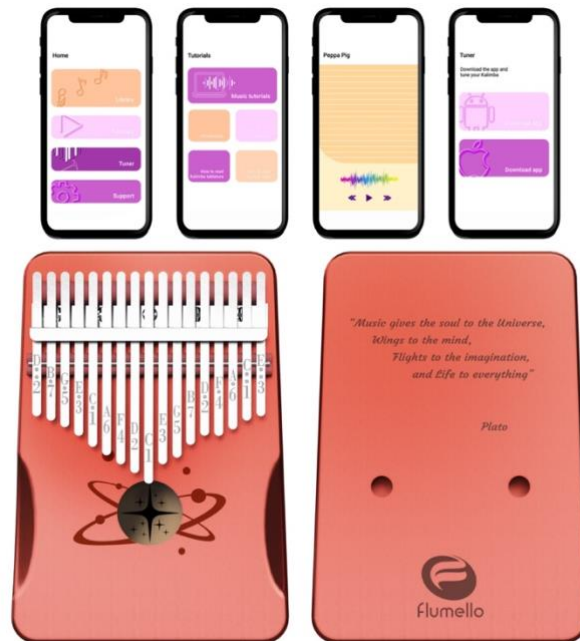
Color: Blue



WEEK 5:

The listing image to advertise Flumello's app was changed since the previous one was not appealing, and brand wanted to highlight the app more since it was the only brand selling kalimbas on Amazon that had this advantage for customers to learn to play to music.

Old picture:



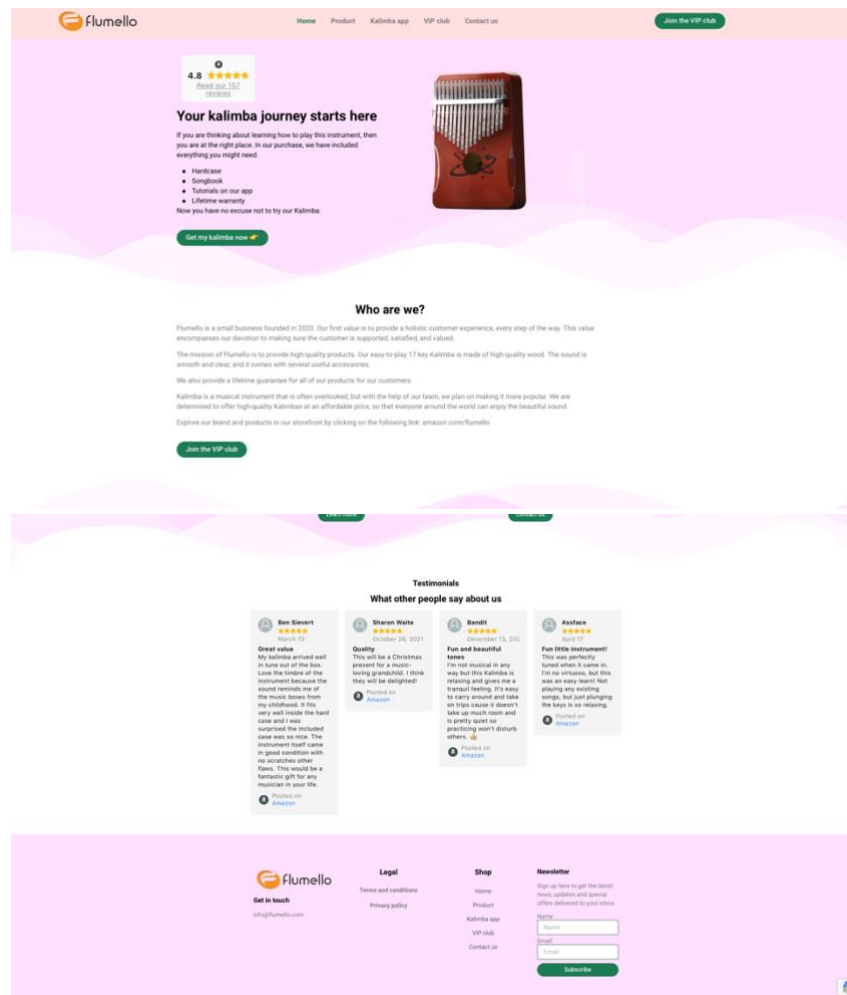
New picture:



WEEK 10:

In week ten, the E-Commerce department met to find ways to increase the credibility of the product. Thus, the best solution found for people to have confidence in buying the product was through the website. So, all the positive feedbacks from Amazon regarding the product were taken and put on the website, when the consumer clicked on a review, it would go directly to Amazon, so it would also increase sales.

Also, the star raking was placed at the top of the main page, as the product will have reached the 4.8/5 scale.



WEEK 12: This week's main goal was to improve the photos in the Amazon listing of the product.

Old picture:



New picture:



Old picture:



New picture:



WEEK 15:

The products were out of stock, so the sales that week were non-existent. However, the brand had already ordered the new stock and by week 15 it arrived at Amazon's warehouse.

WEEK 17:

With the new stock, sales dropped quite a bit and the PPC was quite low. Therefore, the Design team made images to make the change.

Old picture:



New picture:



WEEK 19:

The pay-per-click did not increase with the new image, so the main image was changed to one like the previous one but with improvements

Old picture:



New picture:



WEEK 22:

Sales have not improved with the new design. Therefore, the E-Commerce department started by holding a Giveaway on Facebook.

Those who participated in the giveaway had to take a picture in an original place where they could imagine themselves playing the instrument, they also had to choose a creative phrase related to the place and to the Kalimba.

The most original participant won 5 Kalimbass!

Results: The giveaway did raise sales slightly, but the brand needed to put more budget into advertising to reach the sales they had a few weeks ago. The candidate finished her internship in week 24, so she did no further work for this brand.

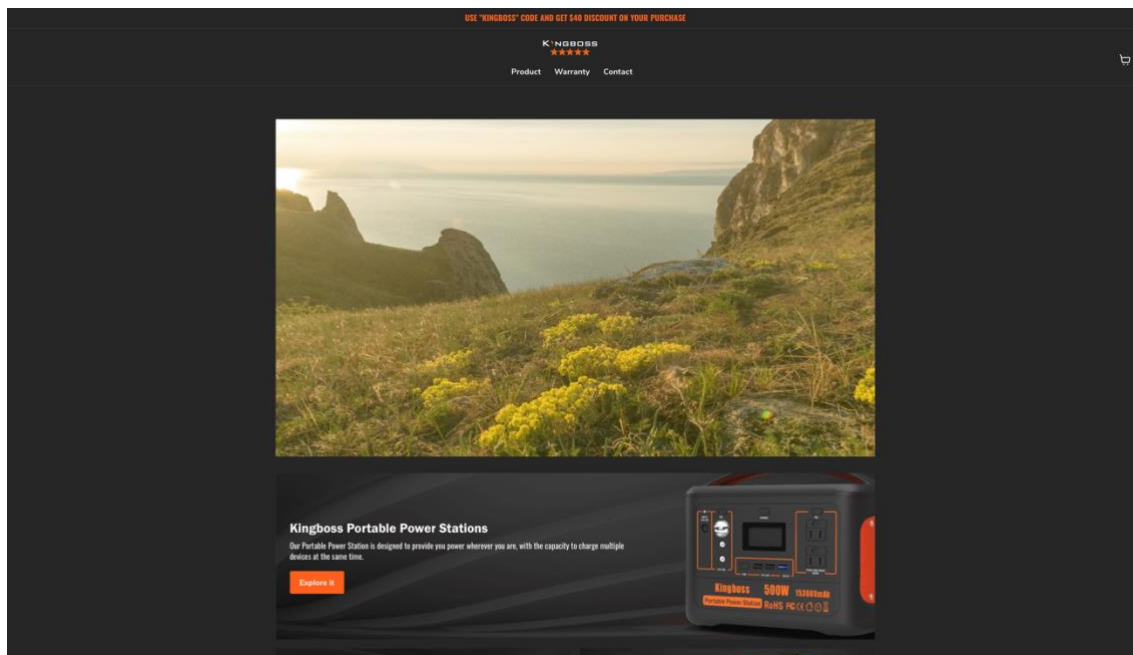
Appendix I

Web Design actions taken for Kingboss

WEEK 8:

The candidate did not perform any action until the eighth week since the brand was in charge of marketing. However, since sales were down, the company OFoundation was in charge of marketing for the product from the eighth week. The E-Commerce department eventually agreed to create a website for the brand.

Website:



Kingboss Portable Solar Panels


Very soon you will be enjoying the green energy of Kingboss Portable Solar Panels.

[Available soon](#)

Kingboss Accessories

As well as the high quality of our products, we want you to enjoy them for many more years than the average. Explore how to take care them.

[Explore it](#)



What can you charge?

Computer

Jump Start

Mini Projector

Fan

Power Tool



Laptop/TV

Mini Fridge

Printer

Drone

Phones/Tablet



When we took the decision to start producing power generators, we knew that were a couple of things that had to be in our values. For Kingboss, the compromise with the environment and ecology is our main goal. We want to be a leading company in sustainability.


Rechargeable

Quiet

Safe

No Maintenance Cost

Easy to transport





WEEK 14:

After market research by the E-Commerce department, it was decided to have more colors for the product so that consumers would have a choice rather than just one option. Thus, two more colors of the portable station were added: green and black and yellow and black.

Green and Black Portable Station



Yellow and Black Portable Station



WEEK 15:

In week 15 the E-Commerce department thought about a change of the main image in order to improve PPC performance.

Old picture:



New picture:



WEEK 18:

Sales improved greatly in the weeks after we made the main picture change. However, PPC dropped its performance from week 18 on. Therefore, the main picture was changed again.

Old picture:



New picture:



WEEK 20:

Changing the main picture in week 18 did not work, sales did not increase, so another picture was made with the goal of being as basic as possible but showing all the utensils the product had.

Old picture:



New picture:

