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WHAT KIND OF INFORMATION ATTRACTS CONSUMERS' ATTENTION? STUDYING THE DIFFERENCES IN THE AMOUNT OF INFORMATION ON THE LANDING PAGE OF A PRODUCT

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ABSTRACT

This study aimed to determine the amount of information that is interesting to users on a landing page for the purpose of purchasing a product. In this study, we clarified the amount and kind of information that attracts the interest of users. Specifically, we created three types of landing pages with different amounts of information for three products, and conducted an impression evaluation questionnaire. The three types of information on the landing pages were: (1) product image, product description, and catch copy, (2) one with additional campaign information, and (3) one with additional product sales results and satisfaction levels. Using the impression evaluation data obtained after the questionnaire survey, we conducted a factor analysis for each product and analyzed the factors that influenced the evaluation. Additionally, we found out the website design that made a difference in the willingness to purchase the products and the evaluation items that caused the difference using a t-test. It was found that users' willingness to purchase the product increased when data such as campaign information and actual results were included, and that reliability affected the willingness to purchase, especially for products that are used for a long time.

Keywords: Website design, Landing page, Impression evaluation

1 INTRODUCTION

In recent years, the internet has become widespread, and many people use it on a daily basis. Online shopping has also become popular, and the percentage of households using online

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shopping is approximately 50%, a trend that is increasing every year (Ministry of Internal Affairs and Communications, 2020). Accordingly, there are many landing pages for the purpose of purchasing products. Therefore, there is a need to differentiate these pages from many other websites and improve them so that users can obtain information more easily.

Sakamaki, Someya and Okamoto (2017) state that it is important to design "convenience" so that users do not get lost in order for information to be looked upon and remembered. However, it has not been clarified what kind of information influences users. Dvir and Gafni (2018) investigated the differences in conversion depending on the amount of information on the landing page. As a result, they found that less content was shown to be a positive determinant of consumer behavior. However, they do not mention what information is necessary and what information is unnecessary. In this study, we focus on landing pages for the purpose of purchasing products. We studied the amount of information that attracts users' interest on landing pages, and what kind of information changes users' interest.

Specifically, we conducted an impression evaluation questionnaire on the design of the first view of a landing page with different amounts of information, and clarified the appropriate amount of information in the first view of a website.

2 EXPERIMENTAL METHOD

2.1 Creation of website design

As a preliminary preparation, we created the first views of three types of landing pages with different amounts of information for each product (green tea, office chairs, and supplements) to be used in the experiment. The information on the three landing pages was classified into three categories based on the summary sites (Ryuki Design Corporation, 2022; Zenken Corporation, 2022) – (1) product image, product description, and catch copy; (2) adding price and campaign information along with the parameters mentioned in (1); and (3) product sales results and satisfaction level in addition to parameters mentioned in (1).

2.2 Experimental Procedure

An impression evaluation questionnaire was conducted using Microsoft Forms. Eight adjectives were selected for the questionnaire: (1) informative - uninformative, (2) easy to view - hard to view, (3) easy to visualize the product - hard to visualize the product, (4) clear layout - cluttered layout, (5) stylish - plain, (6) impressive - unimpressive, (7) uniform - not consistent, (8) trustworthy - untrustworthy, and the respondents were asked to rate each adjective on a five-point scale: (1) disagree, (2) not so disagree, (3) neither, (4) somewhat agree, (5) agree. We also asked respondents to rate each page on a five-point scale, asking "Would you like to buy this product?" The experimental collaborators were 50 men and women (24 males and 26 females) between the ages of 20 and 25.

3 ANALYSIS RESULT

3.1 Factor analysis on the landing page for each product

First, a factor analysis was conducted based on the results of the questionnaire for each product in order to clarify the factors influencing the evaluation of the landing pages for green tea, office chairs, and supplements. To determine the number of factors for each product, a principal component analysis was conducted to obtain eigenvalues. The results are shown in Table 1. It was decided to unify the number of factors as two, which has an eigenvalue greater than one for all products. A factor analysis was conducted with two factors. The factor loadings up to the second factor obtained for each product are shown in Table 2.

The left column of Table 2 shows that for green tea, the absolute values of the factor loadings of the items "easy to view" and "clear layout" are large for the first factor, while those of the items "informative" and "impressive" are large for the second factor. The middle column of Table 2 shows that for office chairs, the absolute values of the factor loadings of "easy to view" and "clear layout" are large for the first factor, while those of "informative," "impressive," and "trustworthy" are large for the second factor. The right column of Table 2 shows that the results for supplements are almost the same as those for green tea.

Table 1. Eigenvalue list

	Green tea	Office chair	Supplement
PC1	3.712	2.960	3.379
PC2	1.354	1.552	1.331
PC3	0.737	1.043	0.895
PC4	0.632	0.657	0.681
PC5	0.575	0.602	0.583
PC6	0.391	0.539	0.525
PC7	0.347	0.389	0.420
PC8	0.305	0.312	0.239

Table 2. Factor loadings for the first and second factors

	Green tea		Office chair		Supplement	
	First Factor	Second Factor	First Factor	Second Factor	First Factor	Second Factor
Informative	0.42	-0.62	0.29	0.49	-0.55	0.28
Easy to view	-0.79	0.05	-0.76	-0.12	0.81	-0.14
Easy to visualize	-0.52	-0.17	-0.31	0.27	0.33	0.30
Clear layout	-0.81	0.24	-0.79	-0.32	0.86	-0.15
Stylish	-0.65	-0.32	-0.45	0.30	0.55	0.39
Impressive	-0.47	-0.44	-0.40	0.54	0.35	0.56
Uniform	-0.77	-0.12	-0.70	0.12	0.63	0.04
Trustworthy	-0.48	-0.33	-0.47	0.50	0.45	0.36

3.2 Test for differences by pattern for each product

A t-test was conducted on the "Would you like to buy this product?" question for each product to clarify the website design that showed differences in willingness to buy the product. The P-values obtained as a result of the test are shown in Table 3. Since the three types of data were compared two by two, the comparison was made by multiplying the P-values by three according to the Bonferroni correction. Box-and-whisker plots of willingness to purchase for each product are shown in Figures 1 - 3.

Table 3 shows that the P-values for green tea (2) and (3) and office chairs (1) and (3) were below 0.05, indicating that there was a difference in willingness to purchase the products at the 5% significance level. On the other hand, supplements all have low willingness to purchase and no significant difference

Table 3. P value obtained from t-test for each pattern

	P-value	P-value×3
Green tea (1) and (2)	0.176	0.529
Green tea (2) and (3)	0.012	0.036
Green tea (1) and (3)	0.269	0.806
Office chair (1) and (2)	0.651	1.953
Office chair (2) and (3)	0.027	0.080
Office chair (1) and (3)	0.010	0.030
Supplement (1) and (2)	1.000	3.000
Supplement (2) and (3)	0.533	1.598
Supplement (1) and (3)	0.533	1.598

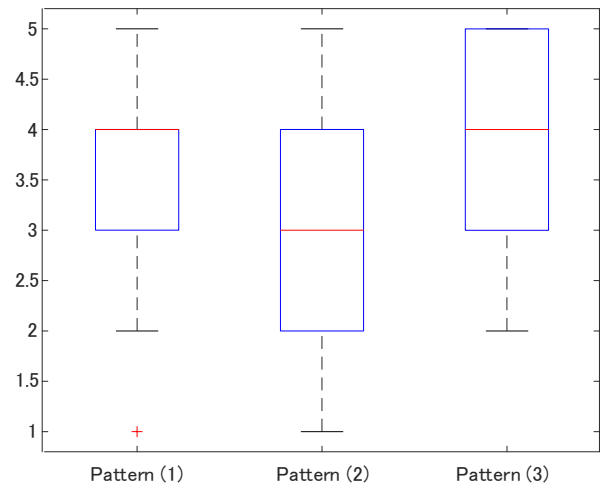


Figure 1. Box-and-whisker plots for green tea

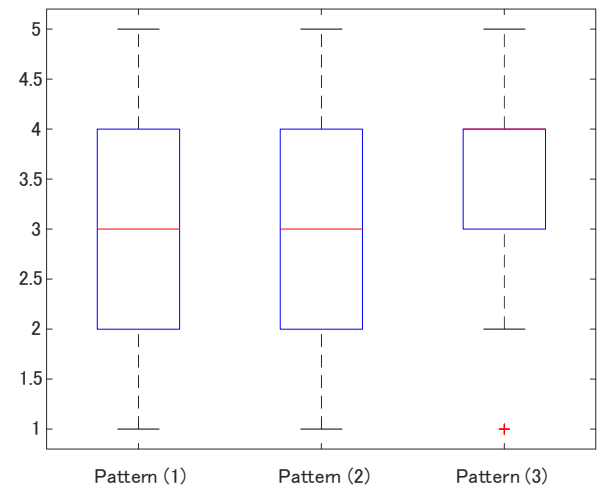


Figure 2. Box-and-whisker plots for office chair

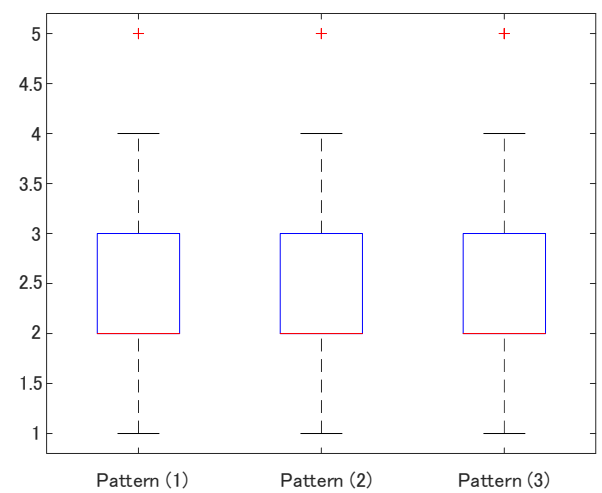


Figure 3. Box-and-whisker plots for supplement

3.3 Evaluation items that caused the difference in willingness to purchase

To clarify the evaluation items that were factors in the combinations that were judged to have caused the difference in willingness to purchase in 3.2, t-tests were conducted for each evaluation item in the two patterns. The resulting P values are summarized in Tables 4 and 5.

Table 4 shows that there was a significant difference in the evaluation items of green tea in terms of "uniform" and "trustworthy". "Uniform" and "trustworthy" were significantly higher for (3). Table 5 shows that significant differences were found for office chairs in terms of "informative," "easy to view," "clean layout," "impressive," and "trustworthy". "Easy to view", "clear layout", and "uniform" were significantly higher for (1), while "informative", "impressive", and "trustworthy" were significantly higher for (2).

Table 4. P value obtained from t-test for green tea (2) and (3)

	P-value
Informative	0.5837
Easy to view	0.6742
Easy to visualize the product	0.4516
Clear layout	0.4637
Stylish	0.2617
Impressive	0.8422
Uniform	0.0336
Trustworthy	0.00001

Table 5. P value obtained from t-test for office chair (1) and (3)

	P-value
Informative	0.0003
Easy to view	0.0030
Easy to visualize the product	0.3414
Clear layout	0.0055
Stylish	0.7886
Impressive	0.0006
Uniform	0.0342
Trustworthy	0.0007

4 DISCUSSION

First, we examine the points that are paid attention to on the landing page of each product. From the results of the factor analysis, it is considered that the first factor common to green tea, office chairs, and supplements is the cohesiveness of the appearance, such as "easy to view" and "clean layout". The second factor for green tea is the amount of information, and that for supplements is the strength of the impression. Additionally, for office chairs, the second factor is considered to be the impression created by information such as a track record, from the viewpoints of "informative," "impressive," and "trustworthy". The above results indicate that the appearance of any product is a key factor, but especially for high-priced, long-lasting products such as office chairs, information that enhances reliability, such as a track record, can increase users' willingness to purchase the product.

Next, we examine the information that influences the willingness to purchase. In the case of green tea, the results of (2) and (3) showed a change in the perspectives of "uniform" and "trustworthy," indicating that the amount of information increased and the overall layout changed to create a sense of unity, and that information such as track records led to an increase in the level of trust. For the office chairs, changes were observed in (1) and (3) in terms of "informative," "easy to view," "clean layout," "impressive," and "trustworthy," indicating that although the layout was more complicated due to the increase in information such as results and satisfaction levels, it was more trustworthy and left a lasting impression on the user. In both products, it is clear that the viewpoint of trustworthiness is affected regardless of the uniformity of the layout. In other words, it can be said that information such as the track records and the level of satisfaction included in (3) affects the user's willingness to purchase the product.

5 CONCLUSION

In this study, we investigated the type of information that attracts users to a landing page for multiple products. The results showed that users were more willing to purchase a product if it contained information such as campaign information and track records, and especially for products that they use for a long time, reliability influenced their willingness to purchase.

However, because there was little difference in the amount of information on the three types of landing pages, it was not possible to investigate the necessity of information other than campaign information, performance, and satisfaction. Furthermore, since the survey was limited to three products and only one product per category, it is possible that different results would be obtained if other products were surveyed. Therefore, it is an issue for future studies to investigate and analyze a wider range of products.

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