



## APPROVAL

I hereby declared that I have read this thesis and this research I sufficient in term of scope and quality. This project is submitted to Universiti Teknikal Malaysia Melaka (UTeM) as a requirement for completion and fulfilment of Bachelor Degree of Technopreneurship with Honours (BTEC).

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DETERMINE CUSTOMER AESTHETICS PREFERENCES TOWARDS WEB  
DESIGN OF ONLINE SHOPPING WEBSITES

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Bachelor Degree of Technopreneurship with Honours

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## DECLARATION

I hereby, declared this report entitled “Determine Customer Aesthetics Preferences Towards Web Design of Online Shopping Websites” is the results of my own research except as cited in references.

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23th December 2019

## DEDICATION

*For my beloved parents who were always supported me,*

Jamil Efindi Bin Zakaria

Ahmad Bin Mat Datar

Halipah Binti Zin

Derita Binti Abdullah

*For my supporting supervisor,*

Mr. Hasoloan Haery Ian Pieter

*For my supporting fiancé,*

Muhammad Faiztullah Lutfi Bin Mat jusoh

For my teammates, families and friends,

Thank you for your love and care.

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I am also very grateful to my super visor, Mr. Hasoloan Haery Ian Pieter (@Pak Ip) who stimululates suggestions, encouragement and guidance to help me all the time to research and write this thesis. Other than that, I would also like to thanks my fiancé for always be there when I needed some motivation and encouragement mentally. Finally, I would like to thank all of my teammates, families, fiance and friends for all the help, support, interest and guidance in competing this report.

## ABSTRACT

The online shopping websites become the trend of peoples in buying their needs. The main purpose of this study is to determine customer aesthetic preferences towards web design. The survey conducted in this study is to looking for the customer's preferences towards aesthetic on the online shopping websites. This study examined on 5 mainly online shopping websites in Malaysia, which were Shopee, Lazada, Mudah.my, Presto.Mall and Zalora. This survey is conducted to collect the data through the developed questionnaires that were the distributed to 150 respondents of FPTT UTeM. Whiles, the observation focused on websites will be assessed based on 15 respondents involved in gaze tracking event in which the respondents will be asked to watch a video of compile of online shopping websites. The statistically approach was utilized to examined the results data for reliability, validity and correlation between the customer identify (demography) versus aesthetics preferences articulated through emotional expression of Kansei Engineering and customer Eysenck.. This study found that the most customer priorities in online shopping websites is the information given in each website (77%) and followed with the design of each website (71%). Whiles, the most favourable Kansei words were informative (99), promotion deals (129), uniqueness (106) and quality (124) that found in the website. Also, based on the Gaze Tracking Recorder, the study has found the most favorable online platform where the tracking found the highest rating of gaze point were 7, 8 and 10. Some of the websites platform are null in the lower. It also found that the highest result for Eysenck Personality Traits is Extraversion people, especially on durability of Kansei words while the respondents answer Yes. In addition, in this study found the customer characteristics that have significant correlation to Eysenck were Secured, Description, Website Name, and Easy conducted. This study is, however, having the limitness to tools related the precision of eye tracker and samples since this study is only implemented in FPTT.

**Keyword:** *Kansei Engineering, Customer's Aesthetics Preferences, Online Shopping Websites, Eysenck Personality Traits Theory*

## ***ABSTRAK***

Laman web membeli-belah dalam talian menjadi trend rakyat dalam membeli keperluan mereka. Tujuan utama kajian ini adalah untuk menentukan keutamaan estetik pengguna terhadap reka bentuk web. Kajian yang dijalankan dalam kajian ini adalah untuk mencari keutamaan pelanggan ke arah estetika di laman web membeli-belah dalam talian. Kajian ini diperiksa di 5 laman web membeli-belah dalam talian di Malaysia, iaitu Shopee, Lazada, Mudah.my, Presto.Mall dan Zalora. Kajian ini dijalankan untuk mengumpul data melalui soal selidik yang dibangunkan yang diagihkan kepada 150 responden FPTT UTeM dan untuk pemerhatian yang difokuskan akan dinilai berdasarkan 15 responden yang terlibat dalam acara penjejakan paparan. Pendekatan statistik digunakan untuk mengkaji data hasil kebolehpercayaan, kesahan dan korelasi antara pelanggan mengenal pasti (demografi) berbanding keistimewaan estetik yang diungkapkan melalui ekspresi emosi Kansei Engineering dan Eysenck. Kajian ini mendapati bahawa keutamaan pelanggan yang paling dalam laman web membeli-belah dalam talian adalah maklumat yang diberikan di setiap laman web (77%) dan diikuti dengan reka bentuk setiap laman web (71%). Sementara itu, kata-kata Kansei yang paling menguntungkan adalah maklumat (99), tawaran promosi (129), keunikan (106) dan kualiti (124). Selain itu, berdasarkan Perangkaan Penjejakan Gaze, kajian itu telah menemui platform dalam talian yang paling menguntungkan di mana penjejakan mendapati tahap pandangan mata tertinggi ialah 7, 8 dan 10. Beberapa platform laman web adalah batal di bahagian bawah. Ia juga mendapati bahawa hasil tertinggi untuk Ciri Kepribadian Eysenck adalah orang Extraversion, terutamanya pada ketahanan perkataan Kansei manakala responden menjawab Ya. Di samping itu, dalam kajian ini mendapati ciri-ciri pelanggan yang mempunyai kaitan yang signifikan kepada Eysenck adalah Diukur, Deskripsi, Nama Laman Web dan Mudah dilakukan. Walau bagaimanapun, kajian ini mempunyai kekhuatiran terhadap alat-alat yang berkaitan dengan ketepatan mata dan sampel mata kerana kajian ini hanya dilaksanakan di FPTT.

**Keyword:** *Kansei Engineering, Preferensi Estetika Pelanggan, Laman Web Belanja Dalam Talian, Teori Sifat Kepribadian Eysenck*

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## LIST OF ABBREVIATIONS, SYMBOLS AND NOMENCLATURE

AV	Availibility
CA	Catchy
CO	Color
DES	Design
DI	Dimension
DU	Durability
EC	Easy Conducted
EL	Elegantly
EPQ	Eysenck's Personality Questionnaire
E-Business	Electronic Business
E- Commerce	Electronic Commerce
E- Interne	Electronic Internet
FLEX	Flexibility
FPTT	Faculty of Technology Management and Technopreneurship
INF	Information
IT	Information Technology
KD	Kansei Design
KE	Kansei Engineering
KS	Kansei Science
KW	Kansei Words
PD	Deals
PSM 1	Projek Sarjana Muda 1
PSM 2	Projek Sarjana Muda 2
QUA	Quality
SI	Simple
SPSS	Satisfaction Package for Science Social
UNI	Uniqueness

UTeM	Universiti Teknikal Malaysia Melaka
WDS	Websites Design/Shape
WN	Website Name
WS	Wider Selection

# CHAPTER 1

## INTRODUCTION

### 1.1 Project Background

The rapid development of internet industries in this current era is attracting many researchers to carry out the research on the customer preferences effected to the achievement of a company. The companies must know that the customer satisfaction is important and a key component of successes of a business and play the vital role to expand the market value (Khadka and Maharjan, 2017:1). The analysis factors based on who they are, what they buy, and why they buy as the assessment towards the customer needs and their satisfaction (Rahman and Safeena, 2016). Here, customer satisfaction results are able to determine the effectiveness of a business (Ilieska, 2013:329).

The facts, Online businesses are extremely competitive and the customers are having high expectation in terms of products and services quality (Noronha and Rao, 2017:169). This a new dimension of social media of online businesses has introduced purchasing products from home, especially for the youth is as internet users and it have attracted them more to interest in buying products online (Bashir *et al*, 2015:3). The online businesses is not something secret of sale products. Although there is no physical interaction between the shoppers and the customers, it is essential to analyze customer behaviors towards products online (Ahmad *et al*, 2018:230).

In addition, the website design describes the appeal that a user interface design presents to the customers (Noronha and Rao, 2017). Web design is as a key factor for the



development of a good interface to satisfy customers' needs and it must be designed perfectly to enhance their online visits or purchase intentions by the customers (Flavián *et al*, 2016:1).

Not all e-commerce websites have succeeded in attracting customers to purchase online products due to their poor web design and having insufficient features to enable them successful in e-commerce transactions (Ismail and Hussin, 2016:337). Here, the important role in the designing successful web sites refers to an aesthetic method, such as how to appeal the taste to the customers and how to create the desired image (Thorlaciuss, 2007:63). This is due to design and aesthetics have an impact on how customers perceive information and learn, judge credibility and usability, and importantly assign value to an online experience (Reyna, 2013:28).

Specifically, based on context what that plays a crucial role in evoking associations, perceptions, and emotions that in turn constitute an integral part of the customers' experience (Pikkemaat and Weiermair, 2011). Based on this reason, design and aesthetics characteristics contribute significantly to the overall quality satisfaction score of all customer (Pikkemaat and Weiermair, 2011). Therefore, a satisfied customer is more likely to revisit the website than a partially dissatisfied or dissatisfied customer (Noronha and Rao, 2017:169).

## 1.2 Problem Statement

In this technological era, most of the company have created the web design to promote their company online business. The company concerned to the aesthetic perspective is to drawn customer attraction. This is due to the visual effects of aesthetics play an important role in the design of successful web sites (Thorlascious, 2007). Visual design and aesthetics characteristics contribute to the overall quality satisfaction of all customers as like to other forms of product development, innovation aesthetic and design changes (Pikkemaat and Weiermair,2011).

Impressively, manufacture process should be on shorten down the level of price sensitivity and the visual product aesthetics that enables companies to increased their

profits (Mumcu and Semih, 2015). It is important for web designers to be able to differentiate between the different ways in the creation of websites. Here, the aesthetic effects play a role in all types of websites related to how the sender is perceived. Since the aesthetic effects must support the content and the functional aspects, the aesthetic effects must be adapted to the genre of website where the aesthetic effects should be adapted to the target audience (Thorlacijs,2007:67). Based on this reason, the company need to be focused on aesthetics sense in their company profiling, even though there were companies still lacked of interest to their customer aesthetics preference. According to Cai and Xu, (2011), despite aesthetic product is a centrality to a successful company, aesthetics has largely been ignored in research on Web site design

The main reason why a product failed in the company is the company failed to understand what are the customer needs and wants (Pawel, 2015) *i.e.* of the Food and Beverages market line, where their customer preferred to “eat their meal with eyes first” than eating it properly. Furthermore, the result of design failure can cause by focusing only on displaying objects individually and ignoring their relationship with other objects on the interface (Cai and Xu;2011;161). In this sense, the visual aesthetics has a symbolic role that can affect evaluation of product (Mumcu and Semih, 2015).

Based on aforementioned, the aim this project is to investigate the preference of web design towards aesthetics in online business. In this project, investigation related to the customer preference aesthetics of web design in their online business to find the suitable aesthetics web design, Rahman and Safeena, (2016) argued about how to fulfill the customer satisfaction and to increase customer lifetime value.

### **1.3 Research Objectives**

The project approaches of this project is also using Kansei Engineering for a background of personality and cognitive style. Kansei Engineering is a consumer oriented technique transforming individuals’ feeling and image into product design where why a product failed in the company is the company failed to understand what are the customer needs and wants. Also, Kansei Engineering is a toll used to find the information of the current trends in aesthetics web design of online business.

The research objective of this research as follows:

- a) To determine the preference of web design towards aesthetics in online shopping websites.
- b) To find out the customer preference aesthetics of web design in their online shopping websites
- c) To evaluate the use of Kansei Engineering words in finding the suitable aesthetics web design.

#### 1.4 Scope of Project

In this project, the approaches used to determine customer aesthetic preferences towards web design will be focused on online shopping websites. The survey conducted in this study is to looking for the individual or customer's preferences towards aesthetic on the online shopping websites. To find customer aesthetics preferences towards web design of online business (online shopping websites) is by using Kansei Engineering method.

Addition, Malaysian preferred to shop through online shopping websites. This shows that the websites work better and faster. There are many online shopping websites in the market, but this project will focus on 5 mainly websites in Malaysia There are Shopee, Lazada, Mudah.my, Presto.Mall and Zalora (Figure 1.1).



**Figure 1.1:** Online Shopping Application

The developed questionnaire will be distributed in the survey towards online shops customers in the Faculty of Technology and Technopreneurship (FPTT) in Universiti Teknikal Malaysia Melaka with widely population of 700 students and the sampling is 124 students. The questionnaire will widely cover the demographic data namely gender, age, race, as well as the aesthetic characteristic in online shopping websites such as design, shapes, functions, prices, and colors. Other than that, to fully determine preferences of each respondent, 15 people of respondents will have to watch a video and receive the data by using gaze tracking devices.

## **1.5 Framework Study**

Figure 1.2 shows the framework of study for this research. It consists of fourth phase of this project which are collection phase, analyzing phase, evaluate and validation the result phase.

## **1.6 Summary**

This chapter covered and focused on the research of customer aesthetics preferences towards web design of online business towards online shopping websites by using Kansei Engineering research. This research is to determine the best online shopping websites. The Kansei Engineering approach is a method for assessing criteria and deriving priorities for decision-making purposes and the it is a highly flexible decision methodology that can be applied in a wide variety of situations.

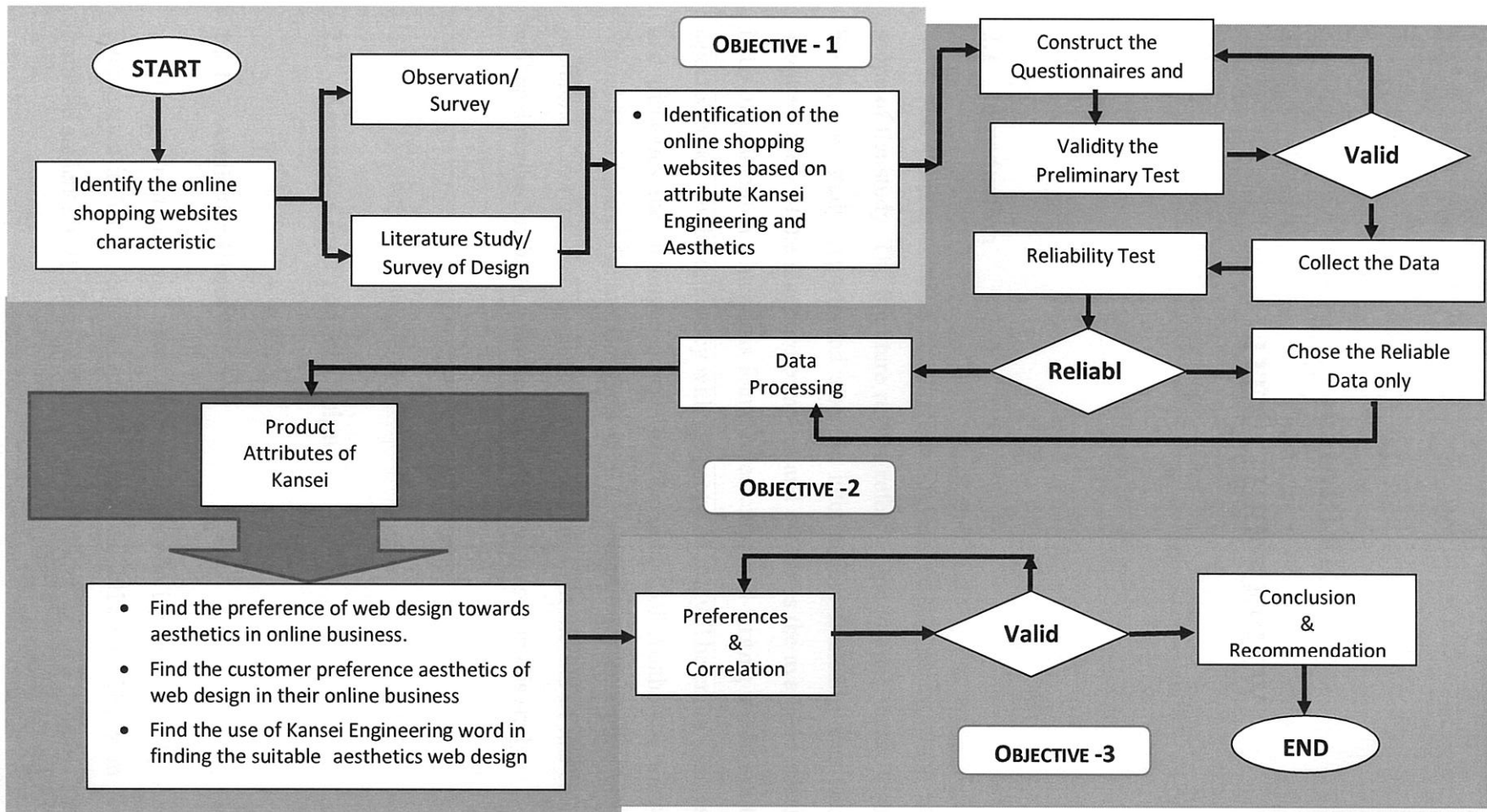


Figure 1.2: Framework of Objective

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter contains the literature review of this study which has related to the scope of the study. The literature review refers to the journal, thesis, technical document, books, case study, reports and also the information. Basically, this literature review is about a review of the literature compiles and evaluates the available research on a specific issue or problem in which it is found researching and writing about. All the sources were selected based on the relevancy with the scope of study. The entire sources must be related and discusses the literature review in the context of Aesthetics, Kansei Engineering,, Visual Design and Online Business or E-Commerce for determine customer aesthetics preferences towards web design of online business. At the end of this chapter, the element will be described in depth with the method that was used in this study.

#### **2.2 Aesthetics for Product Design**

##### **2.2.1 Aesthetics History**

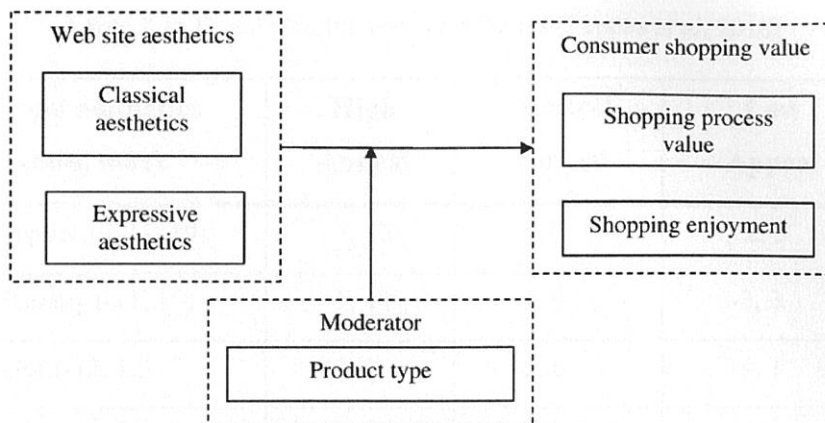
The term "*aesthetics*" dates from this time and it was coined by Alexander Gottlieb Baumgarten in his dissertation of 1735 (Karsten, 2012:10). The term Aesthetic, derived from the ancient Greek *aisthanesthai* (to perceive), refers to a dynamic and complex set of

relationships in human sensory perception and it is a sensory perception of things like nature or art; the feelings aroused by these perceptual experiences; the character, design of the experienced things themselves; and the acuity of subjective judgment associated with perceiving these things (Lopes, 2015:18). The discipline of “aesthetics,” however, has restricted itself for a long time to questions concerning art - and more concerning conceptual than sensuous issues of art (Welsch *et al*,2003).

The aesthetics is a holistic perception concerning both design principles and individual objects where its construction and the perception of any object involve certain design elements (*e.g.*, shape, color, shade) and principles (*e.g.*, unity, contrast, balance, proportion) and aesthetics is closely connected to attention and understanding (Cai and Xu, 2011:161). Aesthetics is commonly defined as the study of beauty and some philosophers conceive of aesthetics as applying solely to the arts or to artistic experience (Huron, 2008:1). The most significant tasteful ideas as indicated by Stecker (2006) are the implications of articulations that outcomes when couple the word 'stylish' with another word: tasteful worth, tasteful judgment, stylish experience, tasteful property and feel object. Aesthetic objects are designed to reward appreciative activity are typically complex and dense so small differences in tone, marking, or articulation can affect the aesthetic character of a piece and it more on discriminating and flexible an appreciator (Schellekens and Goldie, 2011).

### **2.2.2 Role of Aesthetics and The Website**

The appreciation of beauty is seen as hard-wired into our genetic set-up and the aesthetic feeling fulfills an adaptive, biological function (Schenkman and Jönsson, 2014). The differences were apparent when the male and female work was compared to the colour preference by females where they use brighter colours than males, use rounder lines, and fill in open space with detail and colour while their work tends to shun the technical and the serious (Moss, 2003). An aesthetic design is not necessarily complicated where it puts simplicity and understandability in each design the essential ways to achieve beauty (Cai and Xu, 2011:162). Aesthetics is the impressions and reactions that costumers have about an organization or a brand as well consolidated identity that must be represent the starting point of any effort aimed to gain and retain the customers (Olahut and Comiati, 2010).



**Figure 2.1:** Research Model (Cai and Xu, 2011;164).

A renewed discussion that focuses on aesthetic effects in Web design in a broader perspective is desirable (Thorlascious, 2007). When a Web site is intuitively understandable in its design, it facilitates users' interaction with the Web site and gives them a strong sense of control, knowledge of where to focus their attention and it called as Web appearance where it treated Web appearance as unidimensional, as the instrument for to construct that contained two different sets of measures similar to perceived visual attractiveness and ease of use, respectively (Cai and Xu, 2011). The tasteful impacts have a significant job in a wide range of Web destinations concerning how the sender is seen, for example (the picture that is passed on of the association or individual behind the data), it must help the substance and the useful perspectives, it impacts must be adjusted to the class of Web website and it ought to be adjusted to the intended interest group where the Web architect has made the tasteful viewpoints in understanding (Thorlascious, 2007:68)

### 2.2.3 Visual Product Aesthetics and Analysis

Malaysia have reach the era where the technical and functional aspects of a website and the design that are taken for granted. The technology is viewed as a basic for aesthetics experiences. The aesthetics of a product is an attribute that has the power to transform how consumers perceive themselves and it is mere act of choosing a beautiful product over a less good-looking one affirmed people's sense of self product choice not only reflects an actual or desired image of the self; it can also directly influence a person's sense of self and even boost self-esteem (Townsend and Sood, 2012:23).