ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

Effect of Simple Product Design on Consumer Response

Zhizhen Liang[1, a]

[1]Doctor of Philosophy (PHD) Management, LimKoKwing University of Creative Technology, Cyberjaya, Selangor, 63000, Malaysia.

[a]Email:kidrose@163.com

Abstract

Product design affects many aspects of people's life. This research use qualitative and quantitative methods, and focus on how simple design cause different consumer responses. First of all, we process a content analysis aiming for household and digital product, and then we conduct the definition and characteristics of simple design. Second, we use experimental design to figure out the pattern of consumer responses to product design both psychological and physical. For psychological responses, we observe the consumer expectation and satisfaction in product appearance, assortment size and functional information; we also exam the different decision making tendency (Maximizer & Satisfier) in consumer approach behavior. According to our research, we conclude that the required elements of simple design are (1) Single Color, (2) Unique Personality, (3) Simple Shapes, (4) Practical Function, (5) Easy to Use, (6) Match, (7) Materials, (8) Aesthetics and (9) Culture & Emotion. For product external appearance, there is high expectation for simple design, and also satisfaction still has a big room to improve. To be more specific, in the aspects of attention drawing, unique symbol and ergonomic is the biggest gap between expectation and satisfaction. In the part of assortment size, simple design causes a higher expectation when the size is large. However, satisfaction did not drop as previous studies suggested, it remains indifferent which could be the suggestion for future product development. In function information, it plays a important role in digital product which means mainly simple designed appearance can only achieve limited benefits. In behavioral response, satisfaction and approach behavior have positive relation, and the responses of store are apparently stronger than the responses of single product. In different decision making tendency, product personality, attention drawing and assortment size are significant, but there is no clear result for function information.

Keywords

Simple design, Product design, Satisfaction, Assortment Size, Function, Maximizer Scale.

1. Introduction

Recently, the world experiences a renaissance of simplicity. When our life is stuck with internet, information and consumption, simplicity turns into a new lifestyle. Although people have plenty choices in every living, some of the researches implied that most of us feel like leading a miserable life. Why people lead an unhappy life in such an abundant world, the reason can be referred as the side effect of plenty choices: the fact is, we don't know how to choose. At this very second, a trend of simple product design has generated recently, and this design becomes one of the most popular cultures for this era. However, nowadays we can find a lot of products claimed themselves as "simple design" all over our life. The question is, what is the meaning of simple design, and would simple design provide us a better value?

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

Today, we can easily find a pile of products that are called as simple design, nevertheless; only few products can achieve great success. Undoubtedly, some of the best product designs in the world are known as simplicity or little but fine decoration in the exterior form. Hence, the world is now fascinated about simplicity, no matter in art, music, literature, or even lifestyle, and product design actually accesses into a new era. As a result, through this research, we wants to figure out a deeper relationship about product design and consumer, and we also aim to develop a more solid and sophisticated direction for further application in future product design.

2. Research Objective and Questions

This research focus on how product design can affect consumer responses. Through the development of product design, we try to define the simple design, to observe both psychological and physical behavior in consumer responses. For a deeper understanding the relationship between simple design and consumer, we raise four main research questions for our research objectives which are listed below:

1. What are the key factors for purchase behavior?
2. How simple design affects consumer choice?
3. How simple design affects individual difference?

3. Literature Review

3.1. The Importance of Product Design

It is known that product design makes great contribution to the market and consumer. From the definition, Product design is concerned with the efficient and effective generation and development of ideas through a process that leads to new products. Product design actually benefits modern society in different ways, in psychological and physical, in company and consumer, and in market and economic.

Design can make product success in several aspects. First, product form is one good way to attract market attention, When a product stands out visually from competitive products, there are higher chances that consumers will pay more attention to the product in a purchase condition. For food products, the attention-drawing ability of a package has been found to increase the probability of purchase.

Second, product appearance is important as a means to communicate information to consumers. It creates the initial impression and compares to other product attributes as does price. For example, the first Apple iPod communicated an idea of ease to use by the simple design shape. Besides, product form can helps to develop company and brand identities, such like B & O, and MUJI, have special design philosophies that make them reinforce a recognizable image for consumer.

Although there are many benefits of product design to consumer, we still need to consider the Although there are numerous researches about benefit by product design, it is hardly to find out how and why product design affects consumer behavior so greatly. Therefore, we want to introduce further research about how consumer responses product design mentally and physically.

3.2. The Consumer Response toward Product Appearance:

The exterior appearance is the key element for consumer to decide a certain product purchasing. If all the roles mentioned in the literature are considered as a whole, the following six roles of product appearance for consumers can be distinguished: (1) communication of aesthetic, (2) symbolic, (3) functional, and (4) ergonomic product information; (5) attention

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

drawing; and (6) categorization. In attempting to bring needed attention to the subject of product design in exterior form, the conceptual model and relate the form of a product to consumers' psychological and behavioral responses was generated as following.

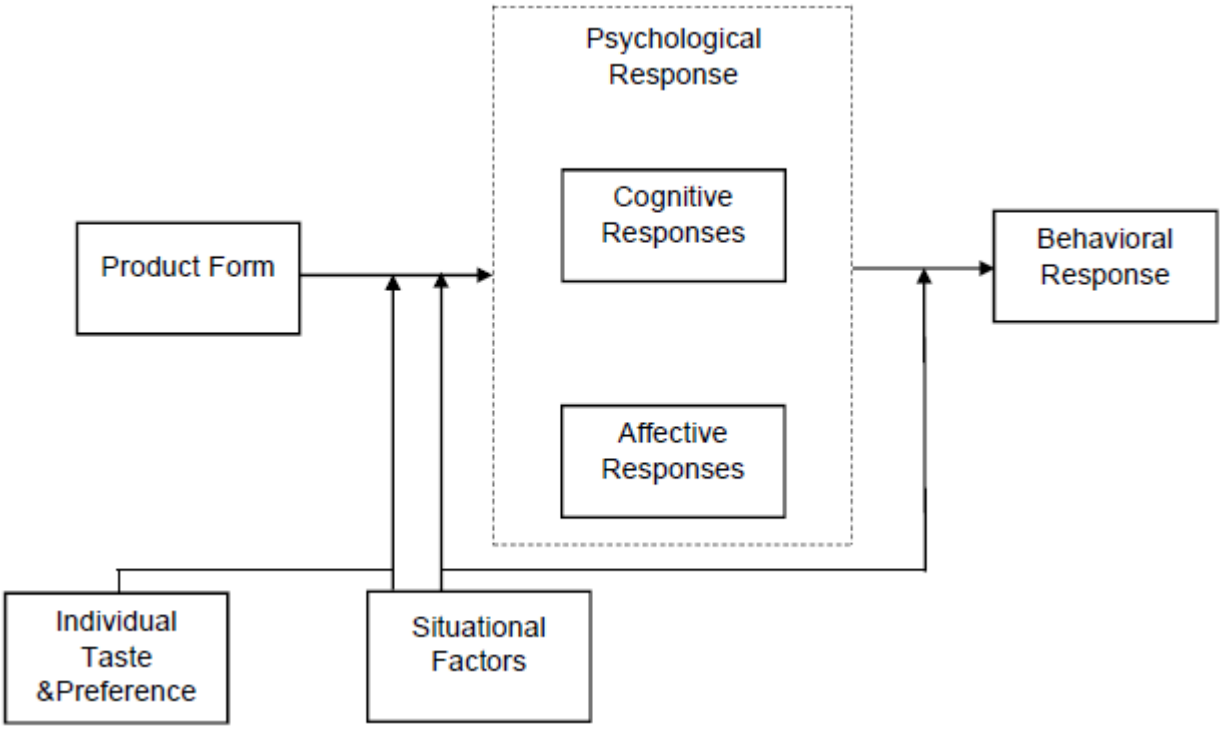

Figure 1. A model of consumer responses to product form

Once product form was developed, may create a variety of psychological responses from consumers. These psychological responses include both cognitive and affective components. Although it is useful for discussion purposes to distinguish between these categories of psychological response, Cognitive and affective responses inter act and may occur simultaneously. The following passage introduced two psychological responses and behavioral response briefly.

Product form will affect consumers' beliefs toward the product and brand. There are some characteristics such as dollar value, technical sophistication, ease of use, sex role appropriateness and prestige, may derive from product design. This belief relates to product appearance also call "product-related beliefs". When designers choose certain elements to shape the form, it gets consumer involved in those beliefs they want. Designers often choose particular form elements to proactively encourage the creation of desirable beliefs. For example, the all-white shell of the Apple product was designed to elicit perceptions of modern style and identity compared with other competitors. Although there are some arguments about whether consumer perceives product design as a whole or particle, consumer should feel the product design both holistic and atomistic. The product may first be perceived as a whole. If the form warrants further processing, then individual elements may become remarkable.

As mentioned in Figure 1, perceptions of a product's design elicit several affective responses from consumers. Affective responses basically include aesthetic and other positive responses. In some cases, product form perceptions can lead to a moderately positive response such as simple liking, or they can inspire stronger aesthetic responses similar to those for works of art.. It is possible to indicate that products can evoke at least a moderate level of aesthetic responses in consumers, including an engagement of attention and strong positive emotions. Aesthetic responses derive from the design and sensory properties of the product rather than its

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

performance or functional attributes. For example, people buy watches usually considering more about its external design and appearance over its punctuality. However, for most successful product, the aesthetic value and utilitarian value may offer together. The experience of aesthetic value can be best realized during the functional usage of a product.

As shown in Figure 1, the psychological responses to design could lead to behavioral responses. From different perspectives behavioral responses to design can be described as either approach or avoidance. Approach behaviors means to show an interest to a design and include spending time in a site and exploring it. Avoidance behaviors represent the opposite of approach responses. When a particular form elicits positive psychological responses, the consumer will tend to engage in approach activities, such as extended viewing, listening, or touching of the product. Approach responses as part of the aesthetic experience indicate a desire for deeper involvement in the product design. Approach behaviors also include seeking information about the product and willingness to visit retailers selling the product. People tend to visit store for beautiful display of product. In many cases, although there are still many uncertainties, the most important approach behavior is purchase.

3.3. The Origin and development of Simple Design:

Our research would like to focus on one of the most popular product design style: Simple design. Although there are no specific definitions about simple design both academical and empirical. We can still learn most of the development from its art history. Simple design can relate to certain special art style, the most well-known, Minimalism. Minimalism in visual art, sometimes referred to as literalist art and ABC Art emerged in New York in the 1960s. It is regarded as a reaction against the painterly forms of Abstract Expressionism. Minimalism was the result, even though the term "minimalism" was not generally embraced by the artists associated with it, and many practitioners of art designated minimalist by critics did not identify it as a movement in essence.

4. Methodology

4.1. Research Structure:

The goal of this research is to establish an empirical experiment on product design and consumer responses, and here we focus on the relationship of simple or minimal design style and consumer satisfaction as our major target. The research structure as following:

As we can see in the picture, the research is based on the consumer response model. In first part, as previous research suggested product appearance can lead main effect on consumer behavior, so we need to make sure what simple design product should look like.

Second, we want to analyze how product design should affect psychological response. Our initial concern is to zoom in psychological response as one specific issue: Satisfaction, depending on our previous discuss, we develop three experiments (appearance, assortment size and function information) to figure out the relationship between product design, satisfaction and expectation.. We use experimental design and questionnaires which are based several relevant studies.

Third, to follow the structure and response model, we then exam the consumer approach behavior. Meanwhile, we conduct several statistics analyses to reveal the results.

4.2. Research Hypothesis

According our research structure and literature review, we know that as one of the most popular contemporary design style, simple design is a concept combine with refining and reducing expectation. In order to understand how simple design plays a role in consumer response process, we come up several hypotheses as following:

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

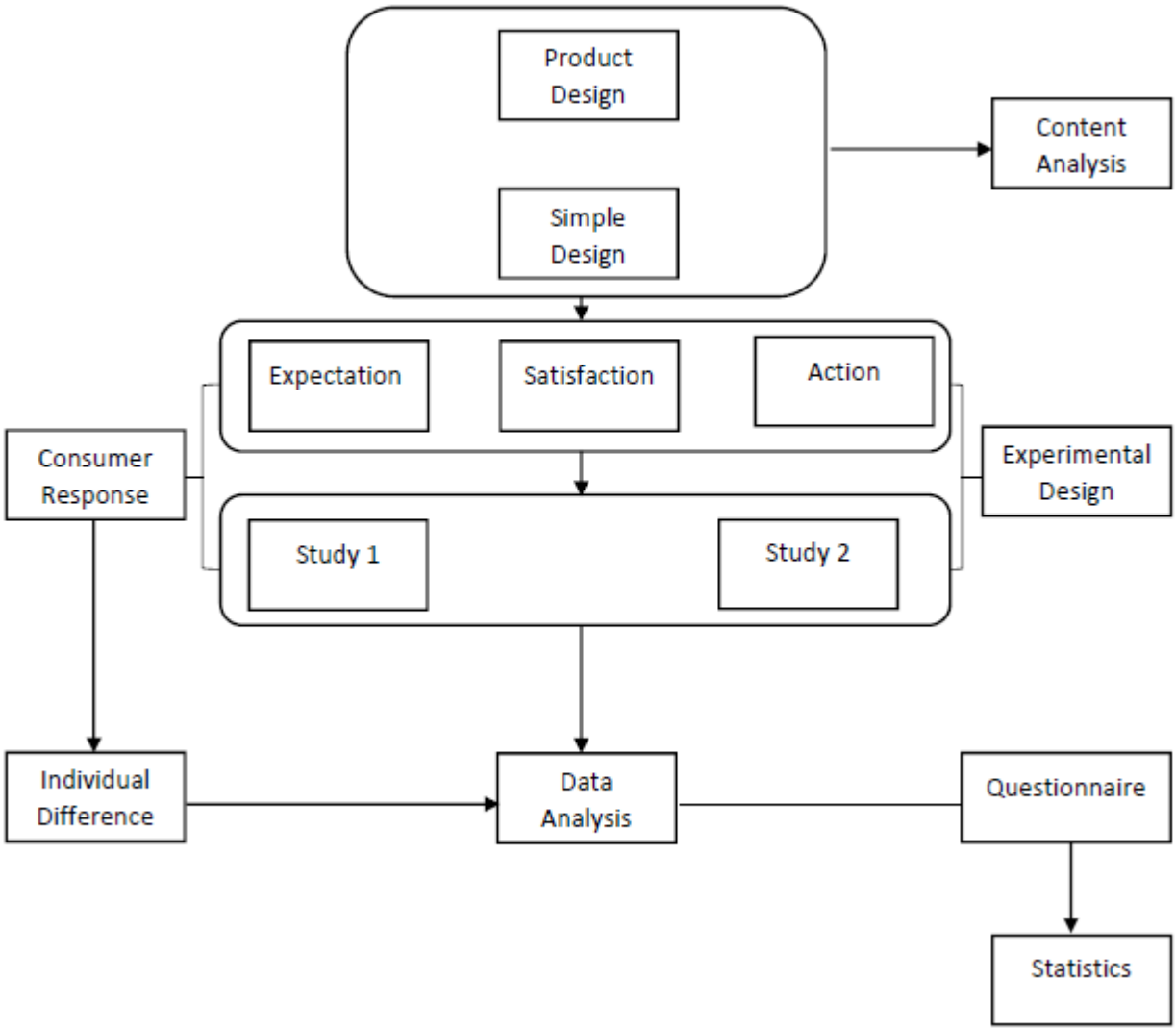

Figure 2. Research Structure

1. H1: Simple design has different meaning in different product categories, especially in furniture and digital product.
2. H2: Simple design should lead to a lower expectation in product appearance, but achieve a higher satisfaction.
3. H3: Large assortment size will not lead Simple design product reduce the consumer expectation and satisfaction, instead, it can achieve an equal or higher level of expectation and satisfaction.
4. H4: Function information is a key factor of consumer choose digital product, and only simple design appearance can't achieve a high expectation and satisfaction.
5. H5: The difference of Maximizer and Satisfier will reflect on consumer expectation and satisfaction, merely, the Maximizer should lead a higher expectation and lower satisfaction than Satisfier in responding product design.
6. H6: Higher satisfaction should lead a higher approach behavior in product design response process.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

4.3. Content Analysis

The content analysis approach originated from Sweden in the 18th century and due to frequent applications with propaganda analysis and research, content analysis hence became a widely practiced method for analyzing texts. It is only after H. Lasswell's use of content analysis on topics of social science, had content analysis used on communication studies became realized. Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language. To conduct a content analysis on any text, the text is coded or broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme—and then examined using one of content analysis' basic methods: conceptual analysis or relational analysis.

4.4. Samples for Analysis

In this section we want to make sure what should be observed and recorded. The unit is the key to complete an analysis, and it is the direct source of our research result. The sampling units of this research are the passages in design Magazine which not including advertising. The recording units are the part can be picked from sampling units, and they are the units for further statistics analysis, including single word or symbol, theme, character, sentence or paragraph, item and time units. Therefore, to define simple design in different categories, we choose words as our primary record units.

Once we discover words relate to simple design, we record the passage and the sentence of specific words. Words which relate to simple design could be refer to as "simple", "sharp", "clean", "easy to use", "single color / object" etc. When these words appear in the article's title, subtitle, we regard it as a valid one. Then we record the relevant sentences to understand deeply of the core concept of simple design. For example: The topic: Max Utility for Simple Design Kitchen. In this example, we record the topic and the key words: "Max Utility for Simple Design Kitchen", "Simple Design". Then we keep looking for sentence which contents the key word, and in this example we find out the sentence: "To make the simple design kitchen engage in its max utility". In every simple which are identified as a valid one, we make sure that the record contents the three elements: key words, title and the relative sentence.

4.5. Experimental Design

According to previous discussion about satisfaction and expectation, the literature review actually suggested that there is a gap between satisfaction and expectation. In this case, how to evaluate the difference of satisfaction and expectation toward simple design product is the major concern in this research. According to Diehl and Poynor (2010), who successful present a consumer experiment to identify the gap of expectation of assortment size which is based the original concept of Oliver (1980). As our research want to illustrate the relationship of satisfaction and simple design, the product appearance, the product assortment size and the product function information.

4.6. Pretest

To make sure our participants can perceive the image of simple design product, considering of the feasibility, we choose to design pictures of products for our research. We focus on two types of product which are furniture and digital product. Based on familiarity and variety which the research and participants need, we then choose chair to represent the category of furniture, and camera to represent the category of digital product.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

According to literature review, we can tell that there are no definite answers for what appearance of simple design product should be, but a product appearance may be evaluated by consumer if it is fit with simple design or not. We select furniture pictures from major company of Scandinavian design, IKEA. Although there are some concerns of how can IKEA represent all the simple design furniture, the answer is quite clear; no, it can't. However, if we really take deep look on the inside of the concept of simple design, we should realize that the perfect represent of simple design is impossible to exist. As the first empirical investigation about certain product design toward consumer response, we conduct a pretest to make sure our chosen picture can provide the image of simple design to participant. We make a questionnaire to test if these product pictures are reliable. The questionnaire is based on our content analysis of magazines, and here we develop six scales to estimate the closeness of simple design image. The following are scales derived from content analysis:

1. The product color is simple, basically either white or black.
2. The product can show certain characteristics of low profile and humble.
3. The product shape is clear and sharp, without too much decoration.
4. The product appearance has a high level to match with other objects.
5. The product function is quite useful.
6. The product is easy to use
7. The product is consisted mainly by pure materials.

We design the pretest as two parts. The first part, participant should evaluate product pictures within the six questions. This part contents two types of product, chair and digital camera. The second part, after participants finish the first one, here they need to mark the five most inappropriate products based on the previous questions. We select 30 students who are all came from business and administration department in NSYSU to determine the appropriate simple.

After we delete the inappropriate pictures, the sample product we selected are mostly fit the image of simple design, at least in the exterior appearance. In conclusion, the simple we chose here may provide us a good way to exam the further research.

4.7. Design and Procedure

Study 1

Study1 is designed to evaluate the expectation and satisfaction toward the product appearance of simple design. According to Oliver (1980), we design few steps to process the study1, and the procedure as following. Before participant starts the test, we announce several rules for this test. The most importantly, each participant need to follow the commending of the research assistant and to make sure no participant will mess the test order or peep the later pages. The following is the research structure for study1.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

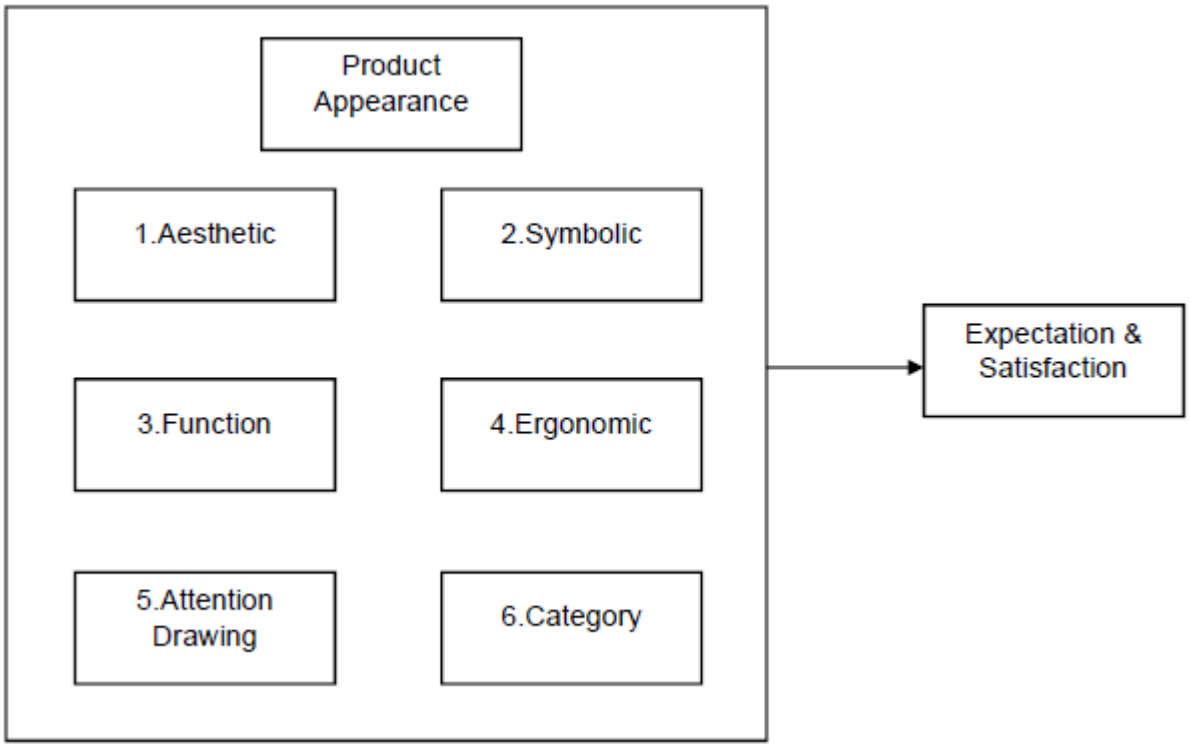

Figure 3. Experimental Design for Study 1

At the very beginning of the test, participant will be invited to sit in a classroom; on the desk the questionnaire is prepared. After assistant briefly introduce the rules, participant is allowed to begin the test. In study1, participant will first read a short passage of situation simulation, the passage tries to make participant more get into a purchasing situation. The passage says: "Please imaging that you are processing furniture purchasing. Now you are walking along the street, and you see a store which is known as its simple and friendly design style. You are about to go into the store..."

Then, before participants see those product, they are asked to fill up a series questions about how you expect the product appearance after you know it's simple design. We develop six item which are people mostly concern about the product appearance. They are (1) communication of aesthetic, (2) symbolic, (3) functional, (4) ergonomic product information, (5) attention drawing, (6) categorization. According the original definition and translation, we slightly change the item as following for easily to comprehensive. They are (1) the product appearance is aesthetic, (2) the product can represent a special characteristic, (3) the function of product is useful, (4) the product can easily be used, (5) the product appearance attracts my eyes, (6) the product shape is unique. In order to be sure that the question is valid, we find six experts who are major in English or Chinese for over four years, and we also conduct the test of valid.

Back to our major goal, we use the six question scale to evaluate the consumer expectation and satisfaction. Here we control study1 by manipulate the timing of turning to next page. Every participants need to fill out all the questions about expectation toward the product, and before they turn to the second page, they are not allow to see the product picture. They need to finish the part of expectation depending on their opinion of simple design, and the reason is that since there are no specific definition for simple design; instead of try to convince them the meaning of simple design, they evaluate the expectation by the perceived image of simple design is more similar to real world.

When participants finish the first page, research assistant will bring up a piece of pictures. On the paper, there are several pictures; the up two pictures are the simulation of store

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

environment, and the button pictures are the sample picture of store. By browsing these pictures, we ask participants they are involving in a real purchasing behavior, and they need to answer the following question according to the picture they saw. Similar to the last page, participant then fill out the question of six items, but this time they need to answer the satisfaction toward each scales. We exam the pretest result as following; based on the reliability test, the Cronbach's Alpha of expectation, satisfaction, and overall are 0.766, 0.83, 0.768 > 0.7, and we can believe the question we use here is valid.

Table 1.

Reliability test for study 1	Cronbach's Alpha	Number
Expectation	.792	6
Satisfaction	.830	6
Total	.779	12

Study 2

In stduy2 we focus on how assortment size and simple design can result in consumer response. According to Diehl and Poynor (2010), the assortment size should affect consumer satisfaction significantly. In this case, we want to exam if simple design could mediate the expectation disaffirmation decreasing and achieve a higher satisfaction.

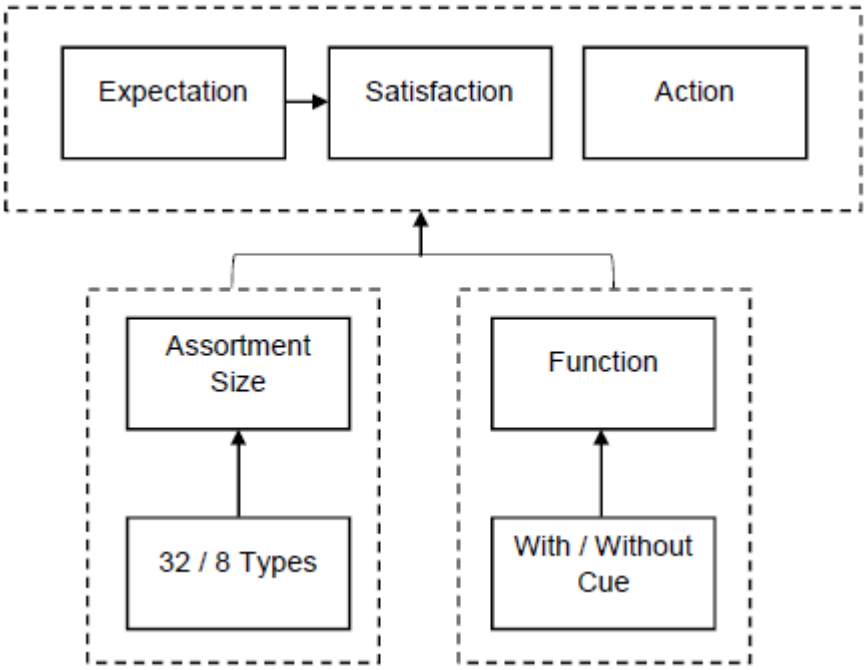

Figure 4. Experimental Design for Study 2

We first design the number of assortment. The assortment size in research suggested in size of eight and thirteen-two, participants can perceive significantly of the size of assortment. We select total 32 products from out previous result, and design the pictures become type A and type B. Type A represents the group of 32 product assortment, and type B means the group of 8. Here we actually provide the visual image of options rather than just mention it, to make sure our participants perceive the existing figure and make the experiment more realistic.

After finishing designing the pictures, we then remark on the part of consumer expectation and satisfaction. As we did in study1, we design a process to control the timing of turning to next

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

page; in addition, we add a principal- agent design to ascertain the satisfaction will not be affected by individual preference. As a result, we create a situation about substituted purchasing, and participants faced an ecologically valid principal–agent task from prior research (Diehl, Kornish et al. 2003), in which they imagined selecting a furniture as a gift for a friend.

Participants read the following description of the coworker's preferences:

Imagine one of your friends just moves to a new house, as his friend, you want to buy small furniture as a present for him. In fact, you do not know him that well to know his taste. Therefore you want to avoid the gift is too sarcastic or suggestive, so you decide to send him a more generic one. You are looking for small furniture such like chair which is nice but not too personal and that would be considered tasteful by most people.

When participants finishing reading the situation, then they will read the first question: "Imaging you are going to walk into a store, the salesclerk tell you that there is 32/8 types of chair. According to the assortment, would you think you can find the product you want in here?" After answering the question, participants are allowed to turn to the next page, meanwhile, the research assistant will show them the sample 32 / 8 pictures we selected before. We tell participants to browse these samples as their usual pace, as long as they finish browsing, they can turn to the next page for latter questions. In order to identify the mediate effects of simple design product, we then ask participant one more time about the expectation they perceive once they saw the pictures. As long as they pass the first part of expectation in study2, they then are asked to choose one of the products from 32 or 8 assortments, and answer the question about satisfaction. The purpose for step to choose one product is mainly to create the condition of deciding to purchase certain product, since previous research suggested that the satisfaction mostly emerge at post consumption.

When participants finish the above questions, unlike study1, here we want to further exam consumer's response about approach behavior. According to Bloch (1995), although many marketers consider purchasing is one of the most important approach behavior, most of them agree that it is almost impossible for not considering the factor of price and brand as they are buying something. Therefore, based on our situation design, we develop approach behavior as seeking further information and revisit the store. As a result, participants need to answer the question about their latter behavior at the end of study2. We conduct a series pretest to assure that questions could be capability to reflect our research goals.

Table 2. Cronbach's Alpha for study 2

	Cronbach's Alpha	Number
Study 2	.778	6

5. Data analysis

5.1. Result of Study 1

As we can see the table 3, the expectation part of study1 suggests that people tend to regard simple design with very high standard in the product appearance.Each six factors have significant different exceed the middle point (E1=5.696, T= 15.008, $p < 0.001$; E2= 5.696, T= 15.008, $p < 0.001$; E3= 5.796, T= 18.102, $p < 0.001$; E4= 6.038, T= 23.878, $p < 0.001$; E5=5.974, T= 16.334, $p < 0.001$; E6= 4.737, T= 4.623, $p < 0.001$). However, the bar charts reveal that most of the expectation for the factors are around Agree (5) or Agree Strongly (6), but (E4) Ergonomic and (E5) Attention Drawing are apparently focus on Agree Strongly (6), (E6) Categorization are approximately focus on Disagree (3) and Agree (5) which suggest people have very different opinion toward this one, as we can see in Table 3.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

Table 3. Result of Study 1 Expectation (Descriptive Statistics)

	Number	Mean	Standard Deviation
E1	79	5.696	0.949
E2	79	5.696	0.906
E3	79	5.796	0.783
E4	79	6.038	0.657
E5	79	5.974	1.074
E6	79	4.737	1.392

The satisfaction part of study1 suggested that most factors achieve a satisfaction standard which are significant exceed the middle point except the last one (S6) Categorization (S1=4.949, T= 9.330, $p < 0.001$; S2= 4.481, T= 4.459, $p < 0.001$; S3= 5.076, T= 9.984, $p < 0.001$; S4= 4.962, T= 8.503, $p < 0.001$; S5=4.532, T= 4.223, $p < 0.001$; S6= 3.835, T= -1.340, $p = 0.184$). Nevertheless, although the satisfactions are above the average, no single satisfaction can reach to the high level of expectation. Most of the satisfactions are focus on Undecided (4), but (S4) Ergonomic and (S5) Attention Drawing and (S6) Categorization tends to consolidate in the point between Undecided (4) to Agree (5), as we can see in Table 4.

Table 4. Result of Study 1 Satisfaction (Descriptive Statistics)

	Number	Mean	Standard Deviation
S1	79	4.949	0.841
S2	79	4.481	0.867
S3	79	5.076	0.839
S4	79	4.962	0.966
S5	79	4.532	1.008
S6	79	3.835	1.022

5.2. Result of Study2

For study2, we use one way ANOVA to demonstrate the difference of assortment size. As the following table suggested, in the item of expectation, the assortment size has significant impact on both expectation ($FE1(1,77)=12.224$, $p<0.001$; $FE2(1,77)=12.266$, $p<0.001$). However, as our predicted, the mediate effects of simple design result in an insignificant difference in satisfaction and action ($FS1(1,77)=1.511$, $p>0.05$; $FS2(1,77)=0.170$, $p>0.05$; $FA1(1,77)=0.217$, $p>0.05$; $FA2(1,77)=2.428$, $p>0.05$). As a result, expectation did show the difference, but the satisfaction and action show no difference, as we can see in Table 5.

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

Table 5. Result of Study 2

		Sum of Sauares	Df	Mean Sauare	F	Sig
E1	Between Group	10.471	1	10.471	12.224	0.001***
	Within Group	65.959	77	0.857		
	Total	76.430	78			
E2	Between Group	16.201	1	16.201	12.266	0.001***
	Within Group	101.698	77	1.321		
	Total	117.899	78			
S1	Between Group	1.009	1	1.099	1.511	0.223
	Within Group	55.990	77	0.727		
	Total	57.089	78			
S2	Between Group	0.135	1	0.135	0.170	0.682
	Within Group	61.283	77	0.796		
	Total	61.418	78			
A1	Between Group	0.208	1	0.956	0.217	0.642
	Within Group	73.590	77	0.758		
	Total	73.797	78			
A2	Between Group	2.160	1	2.160	2.428	0.123
	Within Group	68.523	77	0.890		
	Total	70.684	78			

6. Conclusion

This research demonstrates a framework of product design and consumer responses. Simple product design is one of the most well-known designs in this century, and it suggests the rebound of exaggerated modern commercial and hedonism. When we study the popularity of simple design, the desire of being recognized as unique individual is the motive driving the purchase behavior. Although purchase decision involves in various psychological responses, we conclude several elements which considered as the dominated factor for simple design product. In fact, for most consumers, product is a symbol of their belief and lifestyle, so the product attributes as unique symbolic, aesthetic value, and foreign culture can all be the essence of simple design. In addition, for distant product category, as we mentioning the household and digital product, simple design is adopted a quite distinctive definition for each product category. The biggest difference indicates that simple design should include specific function patterns such as practical and easy to use, to be called as simple design product.

When we pay more attention to consumer, simple design actually plays an important role in both psychological and physical responses. In our research framework, purchase behavior can be referred as a specific process of expectation, satisfaction and action. In product appearance, simple design achieves a high level of expectation but low satisfaction, and the result suggests that people has high expectation once they regard something as simple design. However, how

ISSN: 2637-6067 DOI: 10.6918/IJOSSER.202002_3(2).0017

to attend a high satisfaction remain unknown, but our finding indicates a path which from drawing consumer's attention to product category; it can be one promising way to shorten the distance between expectation and satisfaction.

References

[1] Diehl, K. (2005). "When two rights make a wrong: Searching too much in ordered environments." Journal of marketing research 42(3): 313-322.

[2] Diehl, K., L. J. Kornish, et al. (2003). "Smart agents: When lower search costs for quality information increase price sensitivity." Journal of Consumer Research: 56-71.

[3] Diehl, K. and C. Poynor (2010). "Great expectations?! Assortment size, expectations, and satisfaction." Journal of marketing research 47(2): 312-322.

[4] Donovan, R. J. and J. R. Rossiter (1982). "Store atmosphere: an environmental psychology approach." Journal of retailing 58(1): 34-57.

[5] Garber, L. L. (1995). "The package appearance in choice." Advances in Consumer Research 22(1): 653-660.

[6] Giese, J. L. and J. A. Cote (2000). "Defining consumer satisfaction." Academy of marketing science review 1(1).

[7] Chernev, A., D. G. Mick, et al. (2003). "When more is less and less is more: The role of ideal point availability and assortment in consumer choice." Journal of Consumer Research 30(2): 170-183.