

Graphical Elements that can invoke trust in online Web Shops

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ABSTRACT

Has there been any instance where you're just scrolling through websites for one thing but ended on another website ? Online websites have become a part of our

daily routine , Investigating which parts in a web business experience, from a client's perspective, that influence trust is in this manner significant.

The site page can be compared to the appearance of an actual store, however an organization needs to have other trust demonstrating components in an online store since a customer can't contact the item or have an eye to eye discourse with the sales representative . Thus, the question is , The manner by which you show things in an online store to gain the consumers trust in the first impression of the shop and what other graphical elements matter when you need to claim trust?

Trust is something that represents faith of a consumer in the goodness of the product , but how do we build a study on it ? We simply build the study on the **First impression** of the product.

The design , colour theory , infographics , Fonts etc... all build first impression of **5 characteristics** - learnability, efficiency, memorability, errors and satisfaction. The outcome usually shows that online stores that are considered proficient are the most dependable ones and we can infer that extreme tones are something to stay away from, while having an endorsement and giving contact data is something to suggest.

1.0 INTRODUCTION

Online stores are turning into a piece of us in our everyday life, and an ever increasing number of administrations and items that are devoured today are bought through an online store. Everything comes down to a great interface . Now what is an **Interface**? According to Cambridge ``Interface is a connection between two pieces of electronic equipment, or between a person and a computer. “ An Exceptional Interface won't simply satisfy the client by encouraging the frictionless

accomplishment of the main job but they will likewise satisfy them tastefully and experientially. That could mean an en number of things such as the fictional characters present , the color contrast ,the breathing spacing , the boldness in a word , clean design , clutterness ,unclutterness . We would be well familiarized with some of the top internet scams such as “Advance free scam” , “Phishing internet scams”, “Impersonation scam” . We are led by different **identities** , yes, . Anything that gives the consumer a sense of calmness and is aesthetically pleasing to the eye. But is that all that is needed ? I mean we’ve heard of huge internet website scams ? We think thrice before investing our time and money. What attracts a consumer is the person this website creates , we don’t trust the website we trust the person it has created in our mind , the elements that form the personality . Let me give you an example , Bright colors such as red , neon pink , Lemon yellow represents either a bright or a tacky personality , Dark colors such as black , grey , brown represents classiness...., Bold font indicates confidence but small font represents apprehensiveness. We all within are insecure and elements either aggravate it or reduce it .

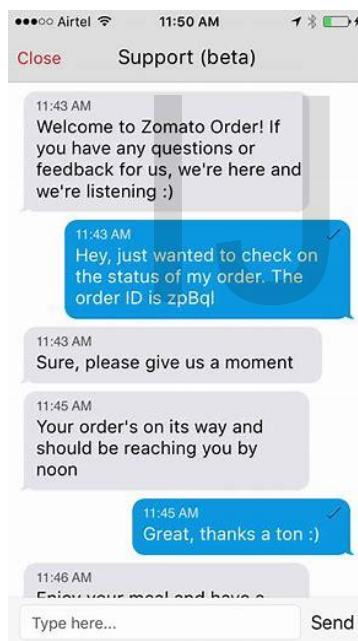
1.1 FIRST IMPRESSION AND TRUST IN AN ONLINE STORE

Initial feelings have demonstrated to be vital in a wide reach of various settings, including workmanship, educating and websites. Daniela Schiller a Neuroscientist examined and declared that “ A first impression can be anything between 50 milliseconds to three seconds depending on what kind of first impression the consumer is exposed to. “ The **posterior cingular cortex** is the seat of self-portraying memory, consideration, and the enthusiastic impact in memory; it's likewise significant for spatial memory. The reaction and the views that are created from an first impression drive through this part of the brain . We consequently take care of and parse significant data about someone, in light of the fact that they are so essential to our own inspirations.

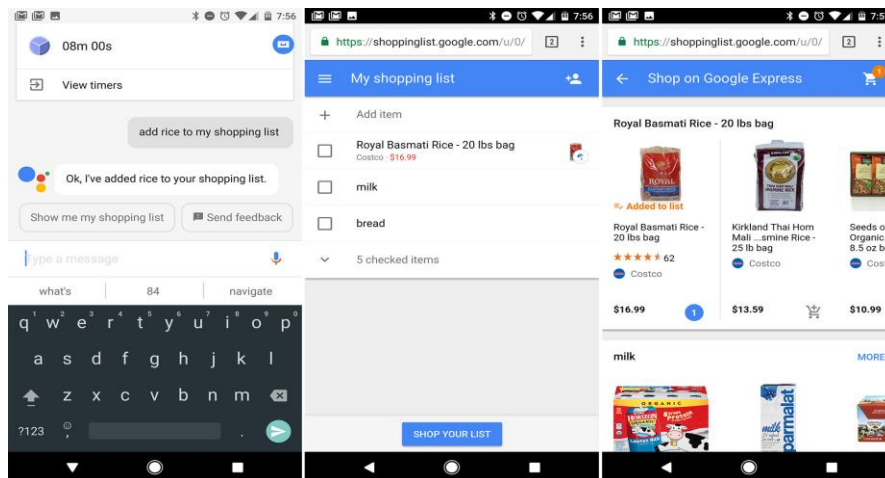
Our brain gives a positive response or a spontaneous reaction after seeing the website . We feel an inclination to the colors that **appeal our taste** , which in turn builds up trust and leads to attraction towards the website offerings. To establish a decent first connection, the components and the usefulness on a site page will fill in as a lucid unit. Accordingly, the configuration can never be a snag, it will function as a channel between the client and the data. It will be a reasonable style everywhere on the site page so the design is held together.

Therefore , it is very important that the organisation learns about their **target users** , knowing your target market and knowing their needs , liking , desires and disliking is very important . The study of your target market can be quite tedious because of the many variables involved and their tendency to interact and influence each other . To understand the consumers perspective the designer of the website needs to converse with their objective clients about what the objective the visit is, and afterward assemble the knowledge and a site that triggers the web shop's targeted client gathering to do what they need them to do on the page. When the consumers look at the website it should invoke trust within them . The experience

should be equivalent to that of a physical set up where the consumer is conversing with the salesman who gives them an assurance . If you might have noticed websites such as Amazon , Zomato , & Myntra they have something called ``Chat `` or "Help `` where there if a consumer has any problems with respect to sizes , quality , problems regarding damaged goods . They can approach the website and there are AI machines placed to answer the doubts . This feature in the application or website relieves the consumer and gives them an assurity regarding their purchase. Consumers cannot touch the physical product ,this means that trust cannot be made in the same way as in a physical store, instead the retailer has to replace these trust making factors.



ASSISTANCE FEATURES (Zomato & shoppinglist.com)



2.0 LITERATURE REVIEW

2.1 DEFINING TRUST

Trust can't exist if risk does , Specialists concur that purchasers can have a sensation of vulnerability and that there is a risk with web based shopping. At the point when clients will settle on a choice in an unsafe circumstance, they are more averse to require solid proof like security strategies and outsider seals. Clients have likewise gotten less liable to consider how to pass judgment on the site for quite a while. All things considered, they have gotten more inclined to pass judgment on dependent on the first impression .

2.2 Trust in relations

Questionable , how could a superior comprehension of trust help us devise instruments to improve human social and economical connections? The trust that can be built so easily can be broken within seconds. Dealings that take hours if you

have faith and trust can be done with minutes . Derrick J. Neufield wrote “ trust and mistrust between humans is happening automatically and subconsciously” . There are small gestures such as facial expressions , body movements , Gestures that are elements for building the “trust factor” within people , Such as a simple smile while dealings can give assurance , or a well groomed person can give you professional assurance.

2.3 TRUST IN ONLINE WEBSITES

Since we can feel trust towards another human by rapidly seeing his/her face, Derrick J. Neufield considers that we can get a similar sort of feeling against organization by seeing their site's graphical interface. Additionally, the utilization of engaging tones can influence trust , for example the color white brings us peace or the colour red builds up enthusiasm . In today’s time there are various **authentic ways** that are made and used to give the guests of the site a more grounded feeling of trust. Let’s take an example , on an average **Approximately 15 million or more** people undertake about 65,000 or more courses that Udemy is offering., and around 23 million registered learners. The courses that these young users pursue also demand a certain amount of fee , now how trusting are we to pay a website to complete a course ?

Answer , we blindly trust these two online websites for numerous reasons. The brand value of the courses offered by the website is very high. They have the top most universities sponsoring these courses (example yale , harvard, london school of economics , Copenhagen university etc...)

Second , the websites offer something such as “Certification” . We don't mind paying for something that can help us in the near future and especially college students , Their main aim is to add as much value to their CV as they can.

Certificates give assurance , they are valued and mainly these websites sell because

their only and the main appeal is the certificate to the users. When the first impression happens quickly, how would you show these things to claim trust in the online shop's initial feeling and what other graphical elements matter when you need to advance trust?

3.0 RESEARCH METHODOLOGY

3.1 RESEARCH MOTIVE

This Research paper aims to understand consumers' minds in today's world and their thoughts on e businesses. This paper also aims to create awareness in today's worlds regarding all the elements one can use to attract attention and gain the consumer's trust. Creators can use this to their added advantage and deliver the product they require in this modern world .

3.2 PROBLEM STATEMENT

The paper aims to bring a modern and a technical change in the thought process regarding web designs and web shops .

3.3 OBJECTIVES OF THE RESEARCH PAPER

1. Incorporate plans that can be seen as reliable, and improvise on the ones that cannot be seen reliable.
2. Introducing traditional businessmen on how to run a successful business online and sell quality products.
3. Bringing the study of Neuromarketing into picture since it and it's methods are not well known or prevalent in India .

4.0 METHODS

4.1 CREATING IMAGES

While showing the pictures, we began with a format that an organization utilizes for showings and afterward controlled it with the data we gained in the writing survey as a top priority. We used different colors, different patterns in the background, different font sizes and different web designs. We consolidated these in various manners to see which factors were imperative to see at the absolute starting point to get a sensation of trust towards the website. To know what is defined as appealing colors, we used a website that had an image that was displayed in the header of the page. We noticed the eye contact made, studied the brain's parts that gave an instant reaction, and the colors in the image that the consumers find the most appealing. This helped us understand the kind of images that the **consumers prefer** and so do their senses.

4.2 Creating the study

There There were **different website images** shown to the reviewers, and there were 2 modes of data collection and study used to get accurate results. The method of heat maps and surveys was used on the reviewers.

In the study of heat maps there were images on websites shown to see which image or sentence catches the attention of the consumers and at the same time a survey was passed around to get know more about consumer tastes and preferences. We did a pilot test to choose how long the members ought to be presented to each picture. The pilot study showed that seven seconds was sufficient to notice every one of the more modest subtleties on the pictures we needed the members to see, (for example, the contact page interface).

4.3 The study

Part 1

There was a survey that was passed around

<https://forms.gle/z1m75VkXM2xZYh1VA>

The review consisted of specific pictures that were utilized to see the response of the shopper and see their inclinations .

Experiment 1

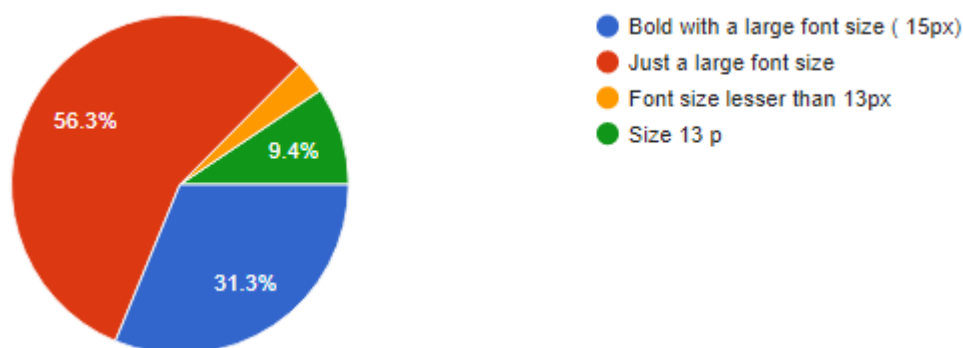


Significant shading differentiation may appear to be a rudimentary idea, yet there are some barely noticeable things to note when choosing colors for your typography and generally designing. Quite possibly the most well-known slip-ups (and the least demanding to fix) is putting black text on a white background. On the off chance that you take a gander at most very much planned sites, you'll notice the dark content on the white foundation isn't actually dark – it's dim. This method brings down the differentiation and makes it simpler for the watcher to peruse.

If you notice the first image it looks red and blue but when you squint your eyes you will notice the change and soon red and blue will look grey. Just because two tones are diverse doesn't mean they will give great differentiation if their worth is something very similar. In the picture underneath, even though the tones are altogether different, whenever they are changed over to dim scale, you can see that their qualities are so close the words become practically difficult to peruse. This reveals to you these tones are not a decent pair. The trick to squint your eyes reveals that you can no longer differentiate the colors, there wasn't enough contrast. The part of your brain called the occipital lobe will be highly engaged when the image is shown since it always reacts to visual Input. We also will have the temporal lobe, Which we know is involved in many things such as object recognition, object memory. Episodic memory, even hearing and language is in, engaged in this, in this experiment. This will help consumers remember the visual image and build trust overtime.

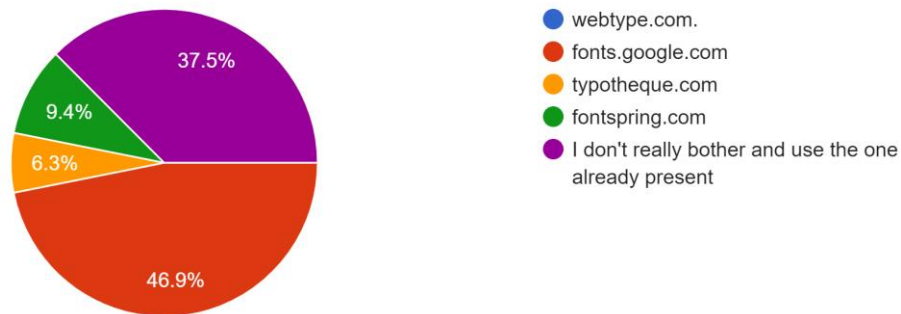
Experiment 2

The reviewers were asked for their opinions regarding the fonts (measurement taken in pixels)



While making a presentation what is the most common website you use for attractive fonts ?

32 responses



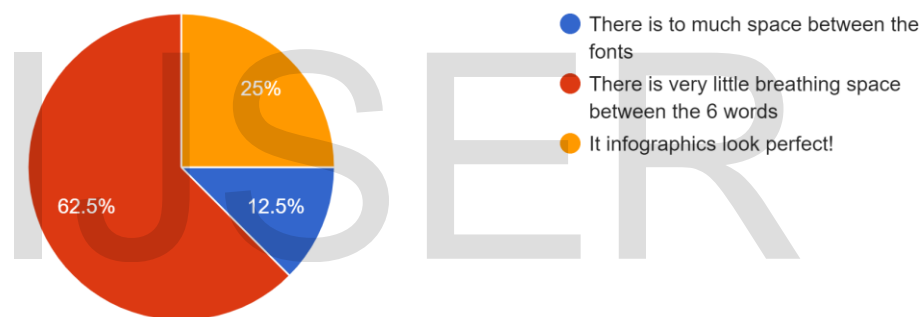
Print design and website architecture contrast here – for the most part due to their respective mediums. What could be compared to above 13px is a decent size to stay with for body duplicate on the web. Anything more modest than these sizes will be excessively little for the normal watcher to peruse. Obviously, remember your crowd. In case you're planning a site or handout for a more adult crowd, make your sort greater – your watcher will be upbeat you did. When people recognize objects, products, and even brands, we see a stronger activation of the occipital lobe's bottom side. We can actually take the cerebellum out. The temporal lobe's bottom side is becoming more and more engaged when we are looking at the fonts .

Experiment 3

This was an experiment that demonstrates how tight leading which is also known as spacing can create a great typographic treatment for a header.



Observe the picture carefully and and point out your preference in terms of the spacing.
32 responses



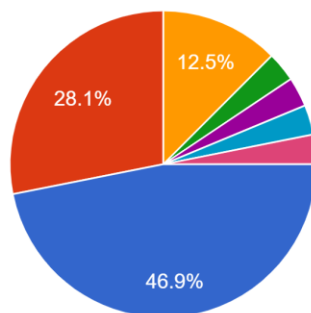
Leading is the Gap between the lines – what website specialists allude to as line stature. Without space between lines of type, it gets hard for the watcher to peruse and follow, starting with one line down then onto the next. Adding a lot of room makes huge areas of text monotonous to peruse. Commonly, exceptionally close or extremely open driving can yield wonderful typographic medicines, however ought to be held for limited quantities of text, not enormous squares of duplicate. As demonstrated in the investigation, this was to check whether breathing space is significant for shoppers and how customers see it as . Post the test, it was apparent that there was next to zero breathing space, which put the customers in distress .

This shows that while making a site there ought to be sufficient room for purchasers to peruse the line in a huge textual style, this will carry solace and trust to them.

Experiment 4



Carefully look at the following image and state what stands out to you the most
32 responses



- The color Contrast between the fonts and the image
- The space or size o the fonts
- Aesthetic quality of the image
- Didnt like the orange
- The idea or the concept
- Orange doesn't suit it, it should more or less represent the backdrop
- The orange colour should have been a little lighter coz it hurts my eye

Web designers often establish typographic hierarchy, this could be accomplished by utilizing an alternate typeface, a differentiating tone, blank area or size.

Accomplishing a great pecking order ought to by and large beginning with a sketch where you design your most significant visual component down to your most un-significant part.

The main component doesn't need to be bigger, it simply needs to take more conspicuousness over different elements. Ask yourself what you need the watcher to understand first. This doesn't need to be what is in reality first in your format – it simply should be the point of convergence. In this experiment "Dare" is the point of convergence. In this case, the point of convergence is accomplished with size and shading, however where does your eye go straightaway? I'd say it goes to the base to discover what DARE is. The progressive system here is accomplished by shading and difference, notwithstanding its request in the arrangement. The brain is involved in memory and in emotion, key parts active here are hippocampus., amygdala, lateral & medial orbitofrontal cortex , dorsolateral prefrontal cortex and Occipital cortex .

Part 2

Experiment 1

Heat Maps

What is a heat map , basically it is an information perception method that shows the extent of a marvel as shading in two measurements. The variety in shading might be by tone or force, giving clear obvious prompts to the peruser about how the marvel is grouped or differs over space.

The study's objective was looking at different exposures and different levels of visceral salification, how bright and, how forthcoming or forth standing a particular product was on people's preference.

Steps in the process :-

1. First, we take a snapshot of the web page at the URL.
2. At that point we make a guide of the multitude of components on your page – all that anyone may interface with.
3. Next, we collect all the activity data.

We went on a website called “Crazy Egg” , it is eye-tracking tool

Link -[Crazy Egg Website Optimization | Heatmaps & A/B Testing](#)

Then we uploaded the website URL of “The Guardian Unlimited,” A famous newspaper run in London.



These are the results we got . We tried to figure out , where and what should the most important content be on this page?”

The heat map shows us that the instant the page opens up the scrollers and pays attention to the article , the attention goes to the images and the main headline . The heat map helped us figure out where exactly the eyes of the consumer is or whether the web design and the product that is offered is not quite up to the mark. It gave us unique insights into how people navigate or fail to navigate one's website.

You can see on the here, that during simply an extremely concise introduction like 100 milliseconds, which is all that anyone could need to have a decent impression of the real item. Now, the saliency impacts the more notable item that strongly affects an individuals' inclination.

5.0 CONCLUSION

As online business is developing worldwide, so are the scams , hence it becomes very tough for the consumer to trust a website or a product offered by it easily. But There are a few things that a web shop designer can show on a site that influences the trust of the client. My research helped bring all those elements that can be used in those milliseconds to help consumers believe in your product. In this modern age , e business will grow, so we have to keep up with it , since change is inevitable . Through the experiments we tried to address the inquiry , How do you show these things in a manner to offer trust in the first impression of the online shop and what other graphical elements matter when you need to bid trust? All the reviewers answered with utmost honesty. The results prove that when a website

gives something to the consumer, when it works with top-notch professionalism, consumers will automatically be attracted to your product and your website . Something such as consumer Psychology will always be a grey area and an interesting field to study, there will be many new innovations and data collection methods that will come up shortly, we just need to be curious and take in all the information provided.

6.0 REFERENCES & BIBLIOGRAPHY

6.1 Links:-

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- 2) [The Determinants of Trust | NBER](#)
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- 4) [Conversation and Community | Guide books \(acm.org\)](#)
- 5) [Ethical and Legal Foundations of Relational Marketing Exchanges on JSTOR](#)
- 6) The Science of First Impressions | Psychology Today.
<https://www.psychologytoday.com/us/blog/the-science-luck/201302/the-science-first-impressions>

6.2 Books:-

- 1) Channa Leichtling. 2002. How color affects marketing. Touro College
Accounting and Business Society Journal

- 2) Consumer Behavior - David L. Loudon & Albert J. Della Bitta, 4th Indian Edition.
- 3) Market Research an applied orientation - Naresh K. Malhotra & Satya Abhusan Dash , Seventh Edition. Published by Pearson.

7.0 ANNEXURE

The screenshot displays a survey interface with a header bar showing 'Questions' and 'Responses 32'. Below the header is a banner image of a desk with a notepad, pens, and a cup of coffee. The main content area is titled 'Graphic Elements' and includes a thank-you message: 'Thankyou for viewing and filling this survey ! One expectation : Be as observant and Honest as possible :)'. The first question is a 'Short answer' type, asking for the user's 'Name'. The second question is a 'Paragraph' type, asking the user to look at two images and note down what color they see, post that squint their eyes and tell me do you see the same difference in the. The images show a red box with the text 'I LOVE CONTRAST' and a grey box with the same text. The interface includes a 'Required' toggle switch and a 'Short answer text' input field for the first question, and a 'Long answer text' input field for the second question.

If I was to design a brochure to promote my product which type of font do you think would look better (Measurement in Px) *

- ☐ Bold with a large font size (15px)
- ☐ Just a large font size
- ☐ Font size lesser than 13px
- ☐ Size 13 p


Observe the picture carefully and and point out your preference in terms of the spacing. *



- ☐ There is to much space between the fonts
 - ☐ There is very little breathing space between the 6 words
 - ☐ It infographics look perfect!
-

Carefully look at the following image and state what stands out to you the most.

Multiple choice



☐ The color Contrast between the fonts and the image

☐ The space or size o the fonts

☐ Aesthetic quality of the image

☐ Other...

☐ Add option

Required

While making a presentation what is the most common website you use for attractive fonts ? *

☐ webtype.com.

☐ fonts.google.com

☐ typothèque.com

☐ fontspring.com

☐ I don't really bother and use the one already present

