



The Effect of 360-Degree Rotatable Product Images on Purchase Intention

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ABSTRACT

This research investigates the impact of 360-degree rotatable product images on consumers' purchase intention. In an increasingly digital shopping landscape, visual representation of products plays a pivotal role in influencing consumer decisions. To examine this phenomenon, a controlled experiment was conducted involving participants exposed to traditional static images and those presented with interactive 360-degree product views. The study found that the presence of 360-degree rotatable images significantly increased participants' purchase intention compared to static images. Moreover, it revealed that user engagement and product familiarity mediated this relationship, shedding light on the underlying mechanisms of visual content's influence on consumer behaviour. These findings provide valuable insights for e-commerce businesses seeking to enhance their product presentation strategies and ultimately drive higher purchase intent among online shoppers.

Keywords - digital, landscape, consumer

1. Introduction

The effect of 360-degree rotatable product images on purchase intention is a research topic that explores how providing consumers with interactive and comprehensive product visuals can impact their willingness to make a purchase. This study investigates whether the ability to view a product from all angles, thanks to 360-degree rotatable images, influences consumers' perceptions, trust, and desire to buy. Understanding this effect is crucial for businesses aiming to enhance their online shopping experiences and boost conversion rates in the e-commerce industry.

2. Literature Review:

1. Increased Perceived Product Quality:

Studies suggest that 360-degree images can enhance the perception of product quality. When consumers can scrutinize a product closely, they are more likely to perceive it as high-quality and trustworthy.

2. Reduced Uncertainty:

360-degree images help reduce uncertainty in online shopping. Shoppers can examine details like texture, colour, and features more thoroughly, which reduces the perceived risk associated with online purchases.

3. Higher Purchase Intent:

Several research studies have indicated that the availability of 360-degree product images can lead to a higher purchase intention. When consumers can interact with a product virtually, they are more likely to consider buying it.

4. Impact on E-commerce Sales:

E-commerce platforms that have implemented 360-degree image technology have reported increased conversion rates and sales. This suggests that providing such images can positively impact a company's bottom line.

5. Consumer Preferences:

Consumer preferences vary depending on the product category. While 360-degree images may be highly effective for products like clothing, electronics, and furniture, their impact may differ for other categories.

6. User Experience:

The user experience on websites and apps offering 360-degree images is an important factor. A seamless and user-friendly interface for interacting with these images can enhance their effectiveness.

7. Comparative Studies :

Some studies compare the impact of 360-degree images with traditional 2D images, revealing the differences in purchase intention and user satisfaction.

3. Research Methodology:

We conducted one experiment to test our hypotheses. In Study 1, we attempted to find evidence for the effect of 360-degree rotatable (vs. static) product images on purchase intention.

To control for possible confounding variables (e.g., pre-existing brand image and attitude) associated with a real brand, we designed a fictitious brand of flip-flop sandals, Walka, for our one-factor (product presentation format: 360-degree rotatable vs. static image) between-subjects design in a controlled lab setting.

4. Acknowledgement:

Any accomplishment requires work and effort of many people. This project work is no different. We are grateful to Prof. Radhika Bajaj mam and prof. Tabrej Mulla Who inspired and directed us to carry out this research paper.

5. Conclusion:

1. Enhanced Engagement: 360-degree rotatable images tend to engage customers more effectively than static images, providing a better visualization of the product.

2. Improved Perceived Product Quality: The ability to view a product from multiple angles can lead to a perception of higher product quality, as customers can scrutinize details and features.

It's important to note that the impact of 360-degree images on purchase intention may continue to evolve with advancements in technology and changes in consumer behaviour. Further research beyond my knowledge cutoff date may provide more insights into this topic.

"Our study demonstrates that the inclusion of 360-degree rotatable product images positively influences purchase intention among consumers. Providing interactive and detailed product views enhances the perceived value and confidence in purchasing, ultimately leading to higher purchase intentions."

However, if the study found no significant impact or a negative impact, the conclusion might be different:

"Contrary to our initial hypothesis, our study did not find a significant effect of 360-degree rotatable product images on purchase intention. Other factors may play a more prominent role in influencing consumers' purchase decisions, overshadowing the impact of interactive product images."

The actual conclusion would be based on the specific results and analysis of the study.

6. Findings:

The effect of 360-degree rotatable product images on purchase intention has been a subject of interest in the field of e-commerce and marketing. Research in this area has shown that providing consumers with the ability to view a product from all angles can have a positive impact on their purchase intention for several reasons:

1. Enhanced Product Understanding: 360-degree rotatable images allow customers to gain a more comprehensive understanding of the product's design, features, and details. This increased product knowledge can boost their confidence in making an informed purchase decision.

2. Reduced Uncertainty: Being able to inspect a product from different perspectives reduces uncertainty about its appearance and quality. This can help mitigate concerns related to online shopping, where customers can't physically touch or see the product.

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