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EXPLORING PERSUASIVE ELEMENTS IN E-COMMERCE CLOTHING PRODUCT PAGE DESIGN

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ABSTRACT

With the blooming of e-commerce website, e-commerce needs to stay competitive in the market. Website design is important and works as a medium to attract customer. There is a need to study on how to persuade consumers and eventually guiding them to make purchases, but there are so many elements present in e-commerce website. Sometimes, retailer failed to attract consumer with the usage of the wrong design element. Therefore, this study is to explore persuasive elements in clothing product page design. As consumers will interact with a website, persuasive elements will play a role as a persuader to persuade consumer into reach certain behavior, as per the intent of e-commerce presence. Aristotle distinguished three means of persuasion which are *logos, pathos* and *ethos. Logos* are related with logical, *pathos* emphasize on emotional appeal while *ethos* is associated with credibility. This study adopted 11 persuasive elements consist from *logo, pathos* and *ethos* from the validated persuasive framework. The eleven persuasive elements are: Price Presentation, Product Variety, Product Information, Effort, Playfulness, Tangible, Empathy, Recognizability, Compatibility, Assurance and Reliability. The research methodology approach for this study is qualitative method. Three real e-commerce website which is Zalora, Poplook and FashionValet are used in this study as to explore and compare 11 persuasive elements among this website. Two methodologies used in this study is experiment with questionnaire and interview. Data is gathered and analyzed using descriptive statistical analysis. The result of this study will provide a guideline for designer to design and embedded it in e-commerce product page design. This study not only beneficial to website designer, but also to e-commerce retailer and consumer.

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