An Empirical Study on Digital Product Presentation and Its Impact on Customer Purchase Intention At- "Alyouneed"

Oviya Diol. D

II MBA, Department of Management Studies,

School Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram

DR. R. Raajalakshmi

(Corresponding Author) Associate Professor Department of Management Studies School of Management Studies Vels Institute of Science, Technology & Advanced Studies, (VISTAS) ,

Chennai -117.

ABSTRACT:

In this research, the effect of the digital product presentation on customers' purchase intention is assessed with regard to my internship experience at Alyouneed, in which I was involved in various tasks that include product photography, product catalog management, and digital product presentation. The purpose of the research is to find out how structured information and presentation of the product affects the purchasing behavior of consumers in an online environment.

Quantitative research methodology is applied in the current research through the use of primary data gathered from 100 respondents using the snowball sampling technique. The survey consists of a set of questions developed according to the 5-point Likert scale, where such aspects as the clarity of product information, visual appeal, credibility, and purchase intention were measured.

For data analysis, percentage analysis is done for the purpose of profiling respondents and identifying general trends. Correlation analysis will be used to identify the strength and direction of the association between digital product presentation and purchase intention. Moreover, regression analysis will be carried out in order to determine the extent of the predictive capability of product presentation on purchase intention. Additionally, t-tests will be used for testing the validity of the formulated hypotheses.

Results obtained from my internship practice reveal that product presentation variables such as high quality images, good description of the products and proper categorization significantly affect customer involvement and purchases.

Keywords: Digital Product Presentation, Purchase Intention, Online Shopping, Product Information, Visual Appeal, Consumer Behaviour, E-commerce, Product Photography.

INTRODUCTION:

Advances in e-commerce, online markets, and social media have altered the methods in which businesses showcase and sell their products. As customers cannot touch or see the physical products online, they rely on the digital product presentation like photos, videos, description, specifications, ratings and reviews.

An attractive, clear and informative digital product presentation can catch the eye of customers, create confidence, reduce uncertainty and impact on purchase intention. On the other hand, unattractive visuals or lack of information can affect the purchasing intention of the customers.

The current study entitled "A Study on Digital Product Presentation and Its Impact on Customer Purchase Intention" studies the impact of visual appeal, video content, information clarity and social proof on customer purchase intention. This topic is based on the internship experience

at Alyouneed, which involves product photography, product information management, catalog management and digital product presentation.

This study employs a quantitative method that includes primary data obtained from 100 respondents using a five-point Likert scale questionnaire. Percentage analysis, correlation, regression and hypothesis testing are employed to find out the relationship between digital product presentation and customer purchase intention.

OBJECTIVE OF STUDY:

1. Primary Objective

To evaluate the overall impact of digital product presentation on customer purchase intention in an online shopping environment.

2. Secondary Objectives

- To analyse how high-quality product images and visual appeal influence customer purchase intention.
- To examine the impact of product demonstration videos on building customer interest and buying confidence.
- To assess the effect of detailed and comprehensive product information on customer perception and decision-making.
- To determine the influence of product page layout and user interface design on consumer trust and perception.
- To measure the overall level of customer purchase intention for products marketed through digital media.
- To gauge how digital product presentation drives customer willingness to purchase, test, and recommend products online.

SCOPE OF THE STUDY:

The scope of the study involves an assessment of how the presentation of products in an online platform affects the purchase decision of customers in the generators and transformers industries.

The scope of this research is limited to only those customers who use these products through an online platform and evaluates the importance of digital marketing in aiding the sales process. The study is confined to generators and transformers and is bounded by the selected sample, time, and data availability. No external factors such as economic situation and other changes in the market will be evaluated in this study.

II. REVIEW OF LITERATURE

From the previous research, it is evident that digital product presentation influences consumers' purchase intention. Wang et al. (2026) have found that the sequence of visual and textual information influences product evaluation and purchase intention. Visual product arrangement was stressed by Wang et al. (2025). In turn, Berg et al. (2025) and Zhang et al. (2025) state that augmented reality improves engagement and purchase intention.

Information format and its combination influence consumers' behaviour according to Liu et al. (2024) and Zenke and Baek (2024). In addition, Cheng et al. (2022) have found that videos showing the usage of the product increase purchase intention. At the same time, Çelik et al. (2022) argue that the review format and credibility influence purchase intention.

Useful and credible online reviews were considered by several authors, namely Zhu et al. (2021), Ventre and Kolbe (2020), and Tran (2020). Richer and more attractive images help to build mental imagery and improve purchase intention as stated by Kim et al. (2020) and Maier and Dost (2018). Visual appeal and information presentation were stressed by Kim and Lennon (2008), Jiang and Benbasat (2007), and Park et al. (2005).

General Findings:

Thus, from the above literature review, it is clear that visual appeal, video content, information clarity, and social proof are the main components of digital product presentation. Richer and clearer images make product perception easier, information makes consumers' choices less uncertain, while reviews and ratings build customers' trust. It all may influence consumers' purchase intention.

III. RESEARCH METHODOLOGY:

RESEARCH DESIGN:

This current study utilizes descriptive and analytical research design in order to analyse the influence of digital product presentation on purchase intention of customers. Descriptive research involves consumers' perceptions related to visual attractiveness, videos, information clarity, and social evidence, whereas the analytical research analyses the relationship between the two variables by applying correlation, regression, and t-test analysis. This study will be a cross-sectional research that uses individual consumers aged 20 to 24 as units of analysis. Digital Product Presentation is the independent variable and Customer Purchase Intention is the dependent variable. Conceptual model: Digital Product Presentation → Customer Purchase Intention.

SAMPLING TECHNIQUE:

In the research process, non-probability sampling technique was adopted. Specifically, the two types of non-probability sampling employed include convenience sampling and snowball sampling. Convenience sampling was used in choosing respondents that were available while snowball sampling was employed for respondents to send the questionnaire to other respondents within their social network. These sampling techniques were selected due to time constraints, availability of respondents, cost effectiveness, and data collection via Google forms.

DATA COLLECTING TECHNIQUES:

In this research, the collection of primary data through a standardized form of questionnaire that consisted of only close-ended questions was adopted. This method was carried out by interviewing voluntary participants who had consented to participate in the research. Data collected from them was anonymous and only used for academic purposes.

DATA ANALYSIS AND INTERPRETATION:

AGE

Valid	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
20	24	24.0	24.0	24.0
21	11	11.0	11.0	35.0
22	18	18.0	18.0	53.0
23	26	26.0	26.0	79.0
24	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Interpretation:

The table above, Table 5.1, provides an illustration of the age composition of the 100 respondents who took part in the study. The age group with the largest proportion of the number of respondents is 23 years old, comprising 26% (n = 26) of the sample size, then 20 years old comprising 24%, then 24 years old comprising 21%. The age group of 22

years old comprises 18% of the number of the respondents, and the age group with the smallest number of the respondents is 21 years old, comprising 11%.

GENDER

Valid	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Female	34	34,0	34.0	34.0
Male	42	42.0	42.0	76.0
Others	24	24.0	24.0	100.0
total	100	100.0	100.0	

Interpretation:

Table 5.2 shows the distribution of the respondents according to gender. Male respondents form the largest group with 42% (n = 42), followed by female respondents with 34% (n = 34). The remaining 24% (n = 24) respondents are categorized as others. The results show good Representation of respondents from different gender groups out of a total number of 100

Respondents.

RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
.933	15

Interpretation:

The Cronbach's Alpha score for the 15 items that assess the construct "Digital Product Presentation" is 0.930, which implies that there is a strong level of internal consistency amongst the items. Consequently, the measurement tool that assesses "Digital Product Presentation" is highly reliable.

RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
.933	15

Interpretation:

The Cronbach's Alpha value of the 15 items used in measuring Customer Purchase Intention is 0.933, which is a very high level of internal consistency between the items. This shows that the instrument measuring Customer Purchase Intention is very reliable.

CORRELATIONS

	IV_MEAN	DV_MEAN
IV_MEAN Peason Correlation Sig. (2-tailed) N	1 100	.927*** <.001 100
DV_MEAN Pearson Correlation Sig. (2-tailed) N	.927*** <.001 100	1 100

Interpretation:

The Table 5.6 above presents the results from the Pearson correlation analysis performed to examine the association between the independent variable (IV_Mean) and the dependent variable (DV_Mean). Strength and Direction: The Pearson correlation coefficient (r = .927) shows that there is a very strong positive linear relationship between the independent and dependent variables; when the consumer's perception about the IV increases, so does the DV. Statistical significance: The p-value associated with the two-tailed test is p < .001, which is much lower than alpha = .05 (and even \alpha = .001). This suggests that the above-mentioned correlation is statistically significant.

DESCRIPTIVE STATISTICS

	N	MINIMUM	MAXIMUM	MEAN	STD.DEVIATION
IV_MEAN	100	2.38	4.63	3.4938	.59083
DV_MEAN	100	2.33	4.73	3.6140	.52607
VALID N(LISTWISE)	100				

Interpretation:

This table is an illustration of the descriptive statistics for the overall composite means of Independent Variable and Dependent Variable. This table shows the sample size, range, mean, and standard deviation. Independent Variable : The mean score received by all 100 participants is M = 3.49 and standard deviation of SD = 0.59. The scores ranged from a minimum of 2.38 and a maximum of 4.63. The mean of 3.49 shows a positive perception about the independent variable dimensions. Dependent Variable: The mean score of the dependent variable is M =
3.61 with SD = 0.53. The scores were between a minimum of 2.33 and a maximum of 4.73. This shows that there is a more favourable mean of the dependent variable.The small standard deviation scores for both variables (0.59 and 0.53) indicate that the variance and consistency of respondent answers are low

FINDINGS

In this research, which involved 100 respondents between 20-24 years old, it was found out that Digital Product Presentation plays an important role in online buying decision. Reliability analysis revealed a high level of consistency, wherein Cronbach's Alpha is 0.930 for Digital Product Presentation and 0.933 for Customer Purchase Intention. In general, this research underscores the importance of visual elements, product description, video, and social proof when it comes to making purchasing decisions.

SUGGESTIONS

For the company, there is need to enhance the visual product presentation through the use of high quality images that have different angles, zoom and 360 views where appropriate. Accurate and detailed descriptions of the product should provide information about various features, specifications, dimensions, material, and intended use of the product. Videos can also be made on products for illustration purposes.

CONCLUSION

In summary, this research concludes that Digital Product Presentation has significant impact on Customer Purchase Intention. Aspects such as visuals, descriptions, videos, and presentation play a significant role in making customers interested and making them purchase. Due to the fact that customers buying through the internet cannot see the products themselves, having detailed and reliable information about them reduces the risks of doubts and uncertainties. Hence, digital product presentation has a vital role in the contemporary marketing process.

REFERENCE

1. Berg et al. (2025). Augmented reality in online product presentation.
2. Cheng et al. (2022). Product presentation videos and purchase intention.
3. Flavián et al. (2019). Augmented reality and consumer responses.
4. Jiang & Benbasat (2007). Online product presentation and consumer responses.
5. Kim & Lennon (2008). Visual and verbal product information in online shopping.
6. Maier & Dost (2018). Contextual backgrounds in online product images.
7. Mitra & Jenamani (2021). Helpfulness of online consumer reviews.
8. Park et al. (2005). Online product presentation, perceived risk and purchase intention.
9. Ventre & Kolbe (2020). Online reviews, trust and purchase intention.
10. Wang et al. (2026). Visual and textual product information presentation.
11. Zhang et al. (2023). Product presentation in live-streaming commerce.
12. Zhu et al. (2021). Online review information quality and purchase intention.