

## Academic Seminar

# Quantity Display Optimization in Online Grocery Retailing

Online retailing platforms are adopting different practices for presenting quantities of grocery items on the webpages where consumers make quantity-based purchase decisions. The current research develops a solution based on visual aids—supplementing the numerical information with a corresponding number of visual icons—to promote product packs containing more individual units. Ten pre-registered, incentive-compatible studies (N = 5,989) demonstrate that our proposed solution of visual aids of quantity presentation shifts consumers' preference from smaller-quantity packs toward larger-quantity packs, compared to the numerical presentation of quantity. This effect is robust across different product categories and different types of visual icons and occurs because visual aids of quantity presentation increase the perceived quantitative difference between two packs, consequently enhancing the relative attractiveness of larger-quantity packs over smaller-quantity packs. Furthermore, the visual aid effect is attenuated when visual icons are less discriminable from each other or require more effort to process or when people avoid bulk buying. This research extends the literature by demonstrating that visual aids can even influence perceptions of easy-to-assess quantities and generates novel managerial insights into the optimization of quantity presentation practice in online grocery shopping.



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Wanyi Zheng is a PhD candidate at the University of Hong Kong. Her current research interests mainly focus on visual marketing and aesthetics on digital platforms. Her research has been published in *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of Business Research*. She has won FBE PhD Research Excellence Awards for her research efforts at the HKU Business School.



**Date: 12 October, 2022 (Wednesday)**

**Time: 9:00 - 10:30am (HK Time)**

**Venue: Zoom** (id: 990 7291 3015)

**Language: English**



**\*\*ALL ARE WELCOME\*\***