



## Chapter 7

# Impact of Visual Hierarchy on User Experience in E-Commerce Websites


**A. N. Raghavendra**

 <https://orcid.org/0000-0003-2147-4742>  
*CHRIST University (Deemed), India*

**G. Vijayakumar**

 <https://orcid.org/0000-0003-0162-5136>  
*Ramaiah Institute of Technology, India*

**Sanjeev Kumar Thalari**

 <https://orcid.org/0000-0003-1634-6017>  
*CMR Institute of Technology, India*

### ABSTRACT

*The primary aim of this book chapter is to propose a model that explains the influence of four elements of visual hierarchy—colour, size, alignment, and font/characters—on the user experience of e-commerce websites. The study's sample comprised 312 customers of e-commerce websites, with the four elements of visual hierarchy as independent variables, and the user experience of e-commerce websites as dependent variable. To analyze the data obtained from e-commerce website users, the researchers employed structural equation modeling to assess the relationships. The results of the analysis showed that the proposed model had acceptable fit indices and all the four elements of visual hierarchy had a positive impact on the user experience of e-commerce websites. While this book chapter examined the individual contributions of visual hierarchy elements, investigating how different combinations of visual hierarchy elements influence user experience could provide insights into optimal design strategies for e-commerce websites.*

DOI: 10.4018/979-8-3693-1231-5.ch007

## INTRODUCTION

In the digital era, e-commerce has revolutionized the way businesses connect with their customers, enabling online transactions and creating a global marketplace. As the competition intensifies, e-commerce websites strive to deliver exceptional user experiences that captivate visitors and drive conversions. A crucial factor in achieving this objective is the effective implementation of visual hierarchy within these websites. Visual hierarchy refers to the strategic arrangement and organization of elements on a webpage to guide users' attention and enhance their experience (Folstad et al., 2020). By leveraging principles such as size, colour, contrast, positioning, and typography, e-commerce websites can optimize the user interface, improve usability, and ultimately influence purchasing decisions.

The impact of visual hierarchy on user experience in e-commerce websites is profound. When users visit an online store, they are confronted with a vast array of products, categories, and information. Without a well-defined visual hierarchy, users can easily feel overwhelmed, leading to frustration, confusion, and ultimately, abandonment of the website (Lee et al., 2019). Conversely, when a clear visual hierarchy is implemented, it can effectively guide users, streamline their navigation, and facilitate a seamless shopping experience.

One crucial element of visual hierarchy is the proper prioritization of information. Through size and positioning, e-commerce websites can emphasize critical elements such as product images, prices, and call-to-action buttons, making them easily noticeable and engaging for users (Mandel et al., 2018). This prioritization ensures that users can quickly locate desired products, make informed decisions, and initiate purchase actions.

Colour and contrast also play a pivotal role in visual hierarchy. By employing contrasting colours, e-commerce websites can draw attention to specific elements, such as promotional banners, discounts, or key messages (Hassenzahl et al., 2020). Moreover, the strategic use of colour psychology can evoke emotions and create a cohesive brand experience, further enhancing user engagement and trust.

Typography is another critical aspect of visual hierarchy in e-commerce websites. Carefully selecting appropriate font sizes, styles, and formatting can guide users' reading patterns and highlight essential information (Seligman et al., 2017). Well-structured headings, subheadings, and body text enable users to scan content effortlessly, enhancing readability and comprehension.

Furthermore, the overall layout and arrangement of elements within an e-commerce website are essential for effective visual hierarchy. By employing grids, alignment, and whitespace, designers can create visually pleasing and organized interfaces that facilitate users' exploration and navigation (Gonzalez-Herrera et al., 2021). Consistent spacing, intuitive navigation menus, and logical grouping of related elements contribute to a sense of order, allowing users to find desired products and information with ease.

By implementing effective visual hierarchy principles, online retailers can create intuitive, engaging, and conversion-oriented interfaces that enhance the overall user experience (Moshagen et al., 2021). Clear prioritization, strategic use of colour and contrast, thoughtful typography choices, and well-designed layouts all work together to streamline the shopping journey, increase user satisfaction, and ultimately drive business success in the competitive e-commerce landscape.

While existing research has made significant strides in understanding the fundamentals of visual hierarchy in web design, the specific implications within the context of e-commerce warrant deeper exploration. The unique challenges and opportunities presented by online shopping platforms, such as the diverse range of products, user preferences, and the need for seamless cross-device experiences, necessitate a nuanced understanding of how visual hierarchy impacts user experience in this domain.

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/impact-of-visual-hierarchy-on-user-experience-in-e-commerce-websites/339825](http://www.igi-global.com/chapter/impact-of-visual-hierarchy-on-user-experience-in-e-commerce-websites/339825)

## Related Content

---

### A Systematic Study of Integrated Marketing Communication and Content Management System for Millennial Consumers

Subhankar Das (2021). *Innovations in Digital Branding and Content Marketing* (pp. 91-112).

[www.irma-international.org/chapter/a-systematic-study-of-integrated-marketing-communication-and-content-management-system-for-millennial-consumers/262856](http://www.irma-international.org/chapter/a-systematic-study-of-integrated-marketing-communication-and-content-management-system-for-millennial-consumers/262856)

### Gender and Age Differences in Internet Use among Czech Internet Users: Consequences for Online Advertisement Targeting

Václav Stíteský, Marek Stíteský and Martin John David Quigley (2015). *International Journal of Online Marketing* (pp. 1-17).

[www.irma-international.org/article/gender-and-age-differences-in-internet-use-among-czech-internet-users/135948](http://www.irma-international.org/article/gender-and-age-differences-in-internet-use-among-czech-internet-users/135948)

### Consumer Information Systems Research Agenda: Meeting Challenges for Interactive Television Service Development

Tuure Tuunanen and Michael David Myers (2017). *Socio-Economic Perspectives on Consumer Engagement and Buying Behavior* (pp. 140-153).

[www.irma-international.org/chapter/consumer-information-systems-research-agenda/176003](http://www.irma-international.org/chapter/consumer-information-systems-research-agenda/176003)

### Manufacturing Industry of the ATU Gagauzia (Republic of Moldova): Marketing Analysis of the Unexplored Opportunities

Svetlana Ghenova (2019). *International Journal of Marketing and Sales Education* (pp. 12-28).

[www.irma-international.org/article/manufacturing-industry-of-the-atu-gagauzia-republic-of-moldova/251211](http://www.irma-international.org/article/manufacturing-industry-of-the-atu-gagauzia-republic-of-moldova/251211)

### MIDI-AM Model to Identify a Methodology for the Creation of Innovative Educational Digital Games: A Proposed Serious Game Methodology Based on University Research Experiences

Nayeth Idalid Solorzano Alcivar, Elizabeth Stefania Elizalde Rios, Diego Alejandro Carrera Gallego, Da Hee Park Kim and Lissenia Isabel Sornoza Quijije (2021). *Improving University Reputation Through Academic Digital Branding* (pp. 133-167).

[www.irma-international.org/chapter/midi-am-model-to-identify-a-methodology-for-the-creation-of-innovative-educational-digital-games/266607](http://www.irma-international.org/chapter/midi-am-model-to-identify-a-methodology-for-the-creation-of-innovative-educational-digital-games/266607)