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Modern Typography Trends and User Preferences: A Case Study on Indian E-Commerce Platforms

Abstract

Typography is critical in shaping user experience on e-commerce platforms, influencing readability, aesthetics, and brand perception. In India, where linguistic and cultural diversity is vast, typography must adhere to global trends and cater to regional nuances. This study examines modern typography trends on leading Indian e-commerce platforms, such as Amazon India, Flipkart, Meitro, Nykaa, and Snapdeal, focusing on sans-serif dominance, minimalist, responsive design, and regional font integration. A mixed-methods approach was adopted, combining visual content analysis and a survey of 150 users to explore their visual preferences. The findings indicate that sans-serif fonts dominate due to their readability and modern appeal, with minimalist designs being highly favored for their clarity and aesthetic simplicity. Responsive typography enhances navigation and accessibility, while localized fonts improve trust and comfort among regional language speakers. Statistical analysis shows a positive correlation between typography design and user satisfaction, with 85% of respondents prioritizing readability and 78% preferring minimalist styles. However, gaps remain in adopting advanced accessibility features and localized fonts on some platforms. This study underscores the importance of aligning typography with user preferences and branding strategies to improve user engagement. Recommendations for future research include exploring AI-driven personalization in typography and addressing specific accessibility needs. These insights provide actionable guidance for designers and developers aiming to enhance e-commerce experiences through effective typography.

Keywords: Typography Design, User Preferences, E-Commerce Platforms, Sans-Serif Fonts, Responsive Typography

INTRODUCTION

Typography is pivotal in shaping user experience, serving as more than just a medium for textual communication (McMillan & Sun Hwang, 2022). In the digital era, visual design significantly influences user behavior, typography has emerged as a critical tool in branding, usability, and aesthetic appeal (Ghisi & Tansford, 2022; Mohita & Yadav, 2023). The ability to convey emotions, establish trust, and guide users through digital interfaces is deeply intertwined with designers' choices regarding typefaces, spacing, and alignment. For e-commerce platforms, where competition is fierce, and user retention is paramount, typography becomes a silent yet powerful force that can make or break the user experience. Modern typography trends have evolved alongside technological advancements and changing user expectations (Rafiqev et al., 2024). From the dominance of sans-serif typefaces for their simplicity and readability to the emergence of variable fonts that adapt dynamically to different devices and screens, typography now reflects the principles of adaptability and user-centered design (Schmid et al., 2024). These trends are especially critical in e-commerce, where the primary goal is to create an intuitive, engaging, and visually appealing environment that drives conversions. However, while typographic design continues to evolve, its influence on user perception and behavior within e-commerce platforms remains underexplored.

Existing studies on typography often focus on its general impact on readability and aesthetics (Gao et al., 2024; Ren, Liu, et al., 2024; Ren, Yan, et al., 2024; Zhu et al., 2024), leaving a gap in