

## The Role of Product's Aesthetic Criteria in Customer Behavior: An Approach on Design Process

**Authors :** Mozhgan Sabzehparvar, Mohammad Montazeri, Mahdie Jafarnejad Shahri, Neda Boroumandi, Shakib Alipour, Hamide Torabi, Zahra Dehghani

**Abstract :** In this article, the aesthetic criteria, which are regarded as the key factors in the product development, and design process are carefully taken into account and an attempt has been made to extract the influential concepts in successful product design. This review article was conducted from 22.05.2021 to 22.06.2021, recent published paper in English (2017-2021) in three search engines of JSTOR, IEEE, and EMERALD were selected. The selected main keywords in our search were "Customer, Behavior, Aesthetics, Marketing and Product". During the screenings, 21 articles were analyzed. The aesthetic criteria play a role in increasing the power of choice, loyalty, satisfaction and purchase intention of the customers. Also, product design has a positive effect on the customers' perception of aesthetics and acts effectively on customer behavior. Aesthetics has a significant relationship with the customer's intention to buy products and can make the product popular and satisfy people.

**Keywords :** product design, design process, customer behaviour, aesthetic, marketing

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