



LOUVAIN
School of Management

EXCELLENCE & ETHICS IN BUSINESS

UNIVERSITE CATHOLIQUE DE LOUVAIN

LOUVAIN SCHOOL OF MANAGEMENT

**Analysis of the aesthetics of e-commerce web sites on mobile
devices**

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Appendix

Appendix 1 – Descriptive statistic distribution of the measures

N	N	Range	Minimum	Maximum
saliencyBalance	2105	,924908441407809	,020806136279882	,945714577687691
borderBalance	1788	,749031882550726	,223947972295205	,972979854845931
borderDensity	1788	,205943690534816	,002384683975752	,208328374510568
colorDensity	2105	,674772246076598	,003867102689948	,678639348766546
Colorfulness	2105	,999081087332066	,000918912667934	1,000000000000000
CompressionComplexity	2105	,619082107044309	,075988183202464	,695070290246773
Balance	2105	,832802801955222	,163689144308545	,996491946263767
VerticalBalance	2105	,999380493885831	,000000000000000	,999380493885831
HorizontalBalance	2105	,914841230632737	,085077460199411	,999918690832148
Equilibrium	2105	,544538942914882	,448264728557827	,992803671472709
Density	2105	,892333644462733	,104387044906616	,996720689369349
CenterAlignment	2105	,750000000000000	,000000000000000	,750000000000000
ExternalAlignment	2105	,384615384615384	,000000000000000	,384615384615384
Concentricity	2105	,526920892117349	,268237288963750	,795158181081099
Simplicity	2105	,583392433822155	,001439551512400	,584831985334555
Symmetry	2105	,136112642162257	,391665135615520	,527777777777777

Mean	Standard Deviation	Sample Variance	Skewness - Stats	Skewness - Standard error	Kurtosis - Stats	Kurtosis – Standard error
,710698691352598	,147119394781370	,022	-1,092	,053	2,709	,107
,704994775331098	,163557312513736	,027	-,401	,058	-,389	,116
,062714647811250	,037764591159974	,001	1,033	,058	1,057	,116
,373380540939800	,150454480241495	,023	-,487	,053	-,283	,107
,471888060619424	,266376169433822	,071	,466	,053	-,652	,107
,255422175768314	,083945949299577	,007	2,126	,053	7,426	,107
,756275693727926	,167029563239125	,028	-,858	,053	,574	,107
,644999353586181	,245429615573134	,060	-,443	,053	-,629	,107
,867552033869669	,198682603225418	,039	-2,356	,053	5,025	,107
,950737867183029	,049945364040936	,002	-7,126	,053	64,036	,107
,556096436809457	,187945692282283	,035	,129	,053	-,206	,107
,364570861484225	,161578964134004	,026	-,296	,053	,243	,107
,075597793767330	,080167972192913	,006	1,125	,053	1,254	,107
,579052839430068	,099220495084030	,010	-,324	,053	-,194	,107
,337650717726998	,110848210862467	,012	-,182	,053	-,456	,107
,459527333206526	,027666564665738	,001	,127	,053	,006	,107

Appendix 2 -Normality Test of the measures

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
saliencyBalance	,065	1788	,000	,933	1788	,000
borderBalance	,067	1788	,000	,967	1788	,000
borderDensity	,113	1788	,000	,930	1788	,000
colorDensity	,070	1788	,000	,973	1788	,000
Colorfulness	,081	1788	,000	,955	1788	,000
CompressionComplexity	,162	1788	,000	,795	1788	,000
Balance	,089	1788	,000	,940	1788	,000
VerticalBalance	,079	1788	,000	,956	1788	,000
HorizontalBalance	,253	1788	,000	,653	1788	,000
Equilibrium	,248	1788	,000	,409	1788	,000
Density	,052	1788	,000	,985	1788	,000
CenterAlignment	,112	1788	,000	,967	1788	,000
ExternalAlignment	,227	1788	,000	,869	1788	,000
Concentricity	,070	1788	,000	,985	1788	,000
Simplicity	,058	1788	,000	,987	1788	,000
Symmetry	,049	1788	,000	,984	1788	,000

Appendix 3 – Box plots of the visual techniques (measures)









