This present study investigates how visual cues of product design, visual similarities between shopping environment and product, and the quality and advancement of virtual reality technology, such as a product presentation medium, influence consumers' understanding of a product and their emotional reaction to that. This study employed a quantitative method and confirmed that there was a positive impact of product design and also visual similarities between the product and its environment on people's understanding of product aesthetics and their emotional reaction to the product. The results of this study also showed that product presentation through a high-quality virtual reality system has a positive impact on people's emotional responses and their evaluation of product ergonomics.