

The Magrini Law: Repressed Demand in Technical Sales

Abstract

The **Magrini Law: Repressed Demand in Technical Sales** establishes that no consumer will purchase a technical product online without the confidence that they know how to receive, assemble, and operate the equipment properly. Despite the growing demand for technical products, consumer behavior reveals a significant barrier in e-commerce: the lack of technical support and, consequently, the absence of confidence in the correct use of the product. This lack of security leads to a **repressed demand**, where the consumer chooses to delay or avoid online purchases, preferring to acquire the product in a physical store, where they can rely on practical and specialized technical support.

The study reveals that even when the consumer decides to buy the product online, the chances of errors such as returns, misuse, breakdowns, and warranty claims are high, which negatively impacts the buying experience and directly affects companies' profit margins. To address this issue, robust educational solutions are proposed, including detailed videos, interactive manuals, live support, and practical tests that teach consumers how to avoid the most common recurring mistakes.

The **Magrini Law** emphasizes the need for confidence in the online purchasing process for technical products and suggests that without this confidence, technical sales online will continue to be restricted, reinforcing the importance of solutions that empower the consumer. Companies that understand this dynamic and offer effective technical support in the digital environment have the opportunity to unlock this repressed demand and transform the e-commerce landscape for technical products.

Keywords

Magrini Law, repressed demand, pent-up demand, technical delivery, e-commerce, technical support, product assembly, trust barrier, technical products online, tutorial videos, interactive manuals, knowledge tests, cost reduction, warranty, product returns, assembly issues, e-commerce, complex products, customer loyalty, consumer satisfaction, digital support, operational efficiency, product logistics, physical retailers, in-person support, augmented reality, artificial intelligence.

Introduction

E-commerce has experienced rapid growth over the past few decades, bringing significant changes to consumer behavior and business models across various sectors. Products that were once sold exclusively in physical stores, such as fast-moving consumer goods, electronics, and even furniture, now have a place on online platforms. However, when it comes to complex technical products, such as chainsaws, brush cutters, lawn tractors, drills, pressure washers, leaf blowers, hedge trimmers, portable generators, air compressors, table saws, concrete mixers, augers, branch shredders, hand winches, and sanders, online sales

face significant barriers. These products require a level of confidence and security from the buyer, which is often impossible to achieve through a digital purchase, thereby creating a **repressed demand**.

The online purchasing behavior of these products is marked by a paradox. While consumers visit websites, research prices, compare technical specifications, and even add items to their shopping cart, the final conversion rarely happens. Website visits are tracked using **data analytics tools**, and the data shows a significant number of visits, interactions, and searches related to complex technical products. However, the **conversion rate**—the metric that indicates the percentage of visitors who complete a purchase—is disproportionately low for these items compared to simpler products.

This gap between intention and action is a clear indicator of **repressed demand** in the e-commerce of technical products. Consumers intend to purchase these products but refrain from doing so online due to a lack of confidence in their own ability to receive, assemble, and operate the equipment correctly. Unlike simple products that can be used immediately after unboxing, technical items require additional knowledge to ensure proper functioning. The online purchasing process, without the direct technical support that a physical store offers, becomes an insurmountable barrier for many consumers.

The Importance of Confidence in Technical Product Sales

The **Magrini Law** asserts that no consumer will buy a technical product online unless they feel confident that they know how to receive, assemble, and operate it correctly. Safety in handling these products is essential to completing the purchase. However, when browsing e-commerce platforms, consumers find technical specifications, generic videos, and, at best, PDF instruction manuals. While these resources are informative, they are not enough to convey the necessary confidence for the consumer to complete the steps of assembling and operating a complex product.

On the other hand, when the consumer chooses to make the purchase at a **physical retailer**, they have the opportunity to interact with a specialized salesperson who often offers **technical delivery**—a practical demonstration of how the equipment works and detailed instructions on assembly and operation. This direct contact with the product and a specialist gives the consumer the assurance that they will be able to use it correctly. Without this in-person experience, the confidence necessary to purchase the product is nonexistent in the digital environment.

Repressed Demand: The Effect on E-commerce

The **repressed demand** in the e-commerce of technical products is a phenomenon noticeable across various online platforms offering such items. Through **data analytics tools**, such as Google Analytics and specialized e-commerce platforms, consumer behavior data reveals a repeated pattern: high traffic, detailed browsing of technical product pages, and even the addition of items to shopping carts, but with **low conversion rates**.

These **data analytics** tools are essential for understanding the dynamics of **repressed demand**. They monitor metrics such as the **number of unique visitors**, **time spent on the page**, **bounce rate**, and **cart abandonment**. These data indicate that while consumers are interested in the products, they do not feel confident enough to complete the purchase online. The lack of accessible technical support during the digital purchase process—whether through detailed videos, interactive tutorials, or live assistance—is a decisive factor in the persistence of this **repressed demand**.

Companies that analyze these data can identify a large volume of potential customers "trapped" in this **repressed demand**. While the number of visits and interactions is high, the number of purchases remains low. These consumers, who intend to purchase technical products, end up migrating to physical channels in search of greater security and support, abandoning the digital channel.

The Role of Technical Support in Physical Sales

In **physical retail**, the scenario is different. When a consumer goes to a store to purchase a technical product, they have the opportunity to interact directly with a **specialized salesperson or technician**. This professional can provide detailed instructions, perform demonstrations, and ensure that the consumer understands the assembly and operation process of the product. This type of support, often referred to as **technical delivery**, is one of the main factors that gives the consumer confidence and, consequently, leads them to complete the purchase.

The role of the salesperson in a physical store goes beyond simply providing product information. They act as a **facilitator** in the purchasing process, ensuring that the consumer feels comfortable with the steps involved in assembling and operating the equipment. This type of interaction is not available in the online environment, where the customer feels unsupported and often overwhelmed by technical information that does not directly translate into practical experience.

The Impact of Repressed Demand on E-commerce Strategies

The **repressed demand** that forms in the e-commerce of technical products has a significant impact on companies' e-commerce strategies. While digital marketing is effective in attracting visitors to the site, **converting these visitors into actual buyers** remains a challenge. Companies need to understand that the problem is not a lack of interest in the products, but rather a lack of adequate technical support to ensure that the consumer can correctly use the product after the purchase.

Data analytics tools offer valuable insights into consumer behavior, allowing companies to adjust their online sales strategies to try to convert this **pent-up demand**. However, without an approach that combines the provision of **digital technical support** with a more reliable and accessible purchasing experience, the **low conversion rates** will remain a reality.

Companies that identify this barrier can, for example, introduce **detailed tutorial videos**, **interactive manuals**, and even **live technical support** during the online purchasing process to try to replicate the confidence the customer finds in a physical store. However, it is important to emphasize that without these measures, the **repressed demand** will continue to exist, limiting the growth of online sales of technical products.

Literature Review

Consumer behavior in e-commerce has been the subject of study across various disciplines, such as marketing, psychology, and technology. When it comes to complex technical products, such as machines and tools that require specialized assembly and operation, **confidence** plays a fundamental role in the purchase decision process. Several studies indicate that, for many consumers, the lack of security in their ability to assemble and operate a technical product is a significant barrier that prevents the conversion of intent into actual purchases.

1. Service Expectation Theory and Consumer Confidence

The **Service Expectation Theory** (Parasuraman, Zeithaml & Berry, 1988) suggests that the consumer's perception of service quality is directly related to the expectations they have regarding the product or service purchased. When it comes to technical products, technical support is a critical part of the buying experience. Consumers expect not only to acquire the product but also to receive guidance on how to assemble and operate it correctly. When these expectations are not met, consumer confidence decreases, and the likelihood of completing an online purchase is drastically reduced.

In the physical sales environment, this expectation is fulfilled through direct interactions with specialized salespeople and technicians, who offer the so-called **technical delivery service**. In e-commerce, however, the absence of this immediate support translates into a gap in consumer confidence. This gap is what the **Magrini Law** addresses, asserting that without the confidence to operate and assemble the technical product correctly, the consumer will avoid online purchases, preferring to acquire the item in a physical store.

2. Perceived Value Theory and Purchase Decision

The **Perceived Value Theory** (Zeithaml, 1988) argues that consumers base their purchase decisions not only on the price of the product but also on the added value the product offers, including support and ease of use. For technical products, perceived value includes the consumer's confidence in their ability to use the product effectively. In a study on the purchase of technical equipment online, Chiu et al. (2014) found that **perceived risk** is one of the most important factors affecting the purchase decision. The risk of being unable to assemble or operate the product correctly leads consumers to opt for physical sales channels, where they can obtain direct support.

The lack of confidence in assembling and operating technical products creates a barrier to the adoption of e-commerce for these items, restricting digital sales and reinforcing the

demand for physical channels. The **Magrini Law**, by focusing on the need for confidence in making a purchase, aligns with the **Perceived Value Theory**, emphasizing that consumers will not buy online unless they are confident they can operate the product correctly.

3. Barriers to Innovation Adoption and Confidence in E-commerce

The **Diffusion of Innovation Theory** by Rogers (1995) explores how people adopt new technologies and products. One of the central points of this theory is that consumers face **cognitive and practical barriers** when adopting new innovations, such as technical products sold online. The **Magrini Law** highlights that **lack of confidence** is a significant cognitive barrier, as the consumer feels they do not have the technical knowledge required to operate the product correctly without professional help. This is reflected in lower adoption rates for e-commerce of complex products.

Rogers (1995) argues that for an innovation to be adopted, the consumer needs to see clear and tangible benefits. In the context of technical products, these benefits include **direct technical support**, which is usually available in physical stores. Without this support, **perceived risk** increases, and the consumer hesitates to adopt the online channel as a viable solution for purchasing technical products.

4. Data Analytics and Repressed Demand

With the advancement of **data analytics tools**, it has become possible to accurately monitor consumer behavior on e-commerce platforms. Through metrics such as **bounce rate**, **time spent on the page**, **cart abandonment**, and **conversion rate**, companies can identify behavioral patterns that indicate where consumers face barriers in the purchase process. The literature on **data analysis** applied to e-commerce highlights that, in many cases, high levels of visits and interactions with technical products do not translate into actual sales, indicating **repressed demand**.

According to **McAfee and Brynjolfsson (2012)**, the use of **big data** in e-commerce strategies provides a clear view of how consumer behavior evolves during the purchase process. However, the data alone does not solve the problem; it is necessary to understand the **friction points** that prevent consumers from completing the purchase. In the case of technical products, these friction points are related to the lack of confidence in the correct use of the product, leading consumers to seek alternatives in physical stores. The **Magrini Law** aligns with this theory by highlighting that the data shows a high intention to purchase, but conversion is low due to the lack of technical support in the online environment.

5. Repressed Demand and Technical Support

The concept of **repressed demand** in e-commerce is widely discussed in studies of digital consumer behavior. This demand forms when there is a gap between purchase intention and the actual transaction. In a study on the e-commerce of technical products, **Gensler et**

al. (2017) identified that the absence of technical support during the decision-making phase is one of the main causes of **repressed demand**. Consumers who intend to buy a complex technical product end up abandoning the purchase at the last moment due to a lack of confidence in their own ability to assemble and operate the product.

The **Magrini Law** asserts that without this confidence, the sale will not occur. Even if the consumer is willing to pay for the product, they will opt for a physical store, where they can rely on the support of a salesperson or specialized technician. This dynamic reflects the existence of **repressed demand**, where online sales are limited not by a lack of interest but by a lack of adequate support.

6. The Impact of Support Experience on Sales

Schmitt (1999) introduced the **Customer Experience Theory**, which argues that the overall buying experience plays a crucial role in the consumer's decision. When a consumer purchases a technical product in a physical store, they are not just buying the equipment; they are also buying the **technical support experience**. The salesperson or technician at the physical store provides the confidence necessary for the consumer to feel capable of using the product correctly. In contrast, the online environment offers a less tangible experience, and the lack of technical support contributes to the consumer's decision not to complete the purchase.

Schmitt's study highlights that brands that offer a **complete purchase experience**, with support before, during, and after the sale, are more successful in converting customers. For technical products, this is even more relevant, as the complexity of product usage requires an additional level of support that is often unavailable on online platforms.

Methodology

The formulation of the **Magrini Law** was built upon a combined approach of **empirical observations**, **consumer behavior data analysis** in e-commerce, and **qualitative interviews** with technical product buyers. This methodological process allowed for an in-depth understanding of how confidence—or the lack thereof—affects the purchasing decision of technical products in e-commerce. The methodology employed in this study is based on three main pillars: **analysis of visits to e-commerce websites**, **qualitative interviews with consumers**, and **analysis of shopping cart abandonment patterns**.

1. Consumer Behavior Data Analysis in E-commerce

The first step of the research involved collecting and analyzing consumer behavior data from e-commerce platforms that sell technical products. Using **data analytics tools** such as Google Analytics, it was possible to monitor consumer traffic on pages of complex technical products such as chainsaws, brush cutters, lawn tractors, among others. The main metrics observed were:

- **Number of unique visitors:** the number of users who accessed the pages of technical products.
- **Bounce rate:** the percentage of users who accessed a product page and left without interacting.
- **Time spent on the page:** how long visitors spent viewing the specifications and descriptions of the products.
- **Add-to-cart:** the number of users who added the technical product to their cart.
- **Conversion rate:** the proportion of visitors who completed the purchase of the technical product.

The analysis revealed a significant gap between the number of visitors who viewed technical product pages and those who actually completed the purchase. While visits were high, the conversion rate remained low, particularly for products that required assembly or technical operation. These data confirm the existence of **repressed demand**, where the intention to buy is present but not realized due to the consumer's lack of confidence in handling the product.

2. Qualitative Interviews with Consumers

To complement the quantitative data analysis, qualitative interviews were conducted with consumers who showed interest in technical products but chose not to make the purchase online. The interviews were conducted with **30 participants**, selected based on their history of browsing e-commerce sites where they had viewed technical products but did not complete the purchase. The interviews were structured to explore the following issues:

- **Perception of risk** regarding the purchase of technical products online.
- **Confidence in their ability** to assemble and operate the products.
- **Previous experience** with technical products purchased online or in physical stores.
- **Reasons for cart abandonment.**
- **Preference for in-person technical support versus digital support.**

The results of the interviews reinforced the central hypothesis of the **Magrini Law**. The majority of participants mentioned feeling insecure about buying technical products online because they were unsure whether they could assemble or operate the equipment correctly. Additionally, many reported preferring to purchase from physical stores to gain access to **technical delivery**, where a salesperson or technician could provide practical support in using the product.

3. Shopping Cart Abandonment Pattern Analysis

Another important aspect of the methodology was the analysis of **shopping cart abandonment patterns**. Using data from e-commerce platforms, the actions of consumers who added technical products to their carts but abandoned the purchase before completing the transaction were examined. This analysis focused on identifying the following factors:

- **Moment of abandonment:** at what point in the purchase process the consumer opted to abandon the cart.
- **Products in the cart:** which specific technical products were abandoned.
- **Reasons mentioned for abandonment:** in interviews, participants provided reasons for not completing the purchase.

The abandonment patterns revealed that, in many cases, consumers reached the final stages of the purchase but chose not to proceed due to a lack of confidence in their technical abilities to assemble and operate the products. This is especially true for products like **chainsaws, portable generators, and drills**, which require complex assembly and technical knowledge to operate safely.

4. Empirical Observation

In addition to interviews and data analysis, **empirical observation** was a crucial part of the development of the **Magrini Law**. During my experience at a Swedish multinational company, I observed the behavior of customers on an e-commerce platform specializing in technical products. Although many consumers were willing to buy online, they expressed the need to receive **in-person technical delivery** to ensure the product would be assembled and operated correctly. This behavior reinforces the idea that the lack of direct technical support is one of the main factors preventing the conversion of online sales for technical products.

5. Case Studies in Retail Companies

To further validate the theory, **case studies** from retail companies that offer technical products both online and in physical stores were analyzed. These studies compared **conversion rates** and **customer satisfaction** between the two sales channels. The results showed that, in physical stores, where consumers can rely on technical support and **technical delivery**, the sales of technical products are significantly higher. Additionally, the **rate of returns and complaints** is lower when customers receive practical support at the time of purchase.

Discussion

The results presented reinforce the validity of the **Magrini Law**, which states that no consumer will purchase a technical product online without the confidence that they know how to receive, assemble, and operate the product properly. The **repressed demand** identified in consumer behavior data and qualitative interviews clearly demonstrates that although the intent to purchase exists, the lack of confidence in the technical process prevents the conversion of this intent into an actual purchase. This barrier directly affects the dynamics of online sales for technical products, creating a migration to physical stores, where consumers can rely on practical and in-person support.

1. The Role of Confidence in Online Sales of Technical Products

The **Magrini Law** aligns with **Service Expectation Theory**, which suggests that consumers need to believe that their expectations will be met for a purchase to occur. In the case of technical products, the consumer expects not only a functional product but also the confidence that they will be able to operate it correctly. When this expectation is not met in the online environment—where there is no technician to provide detailed guidance on assembly and use—the consumer opts not to complete the purchase.

Even in cases where the consumer decides to take the risk and make the purchase online without the necessary support, the likelihood of subsequent problems is high, directly violating the **Magrini Law**. The main issues observed in online purchases of technical products include:

- **Returns due to improper assembly.**
- **Product breakdown due to misuse.**
- **Warranty claims** caused by improper use.
- **Use for inappropriate purposes**, compromising the product's durability.

These occurrences, even after the purchase is made, validate the **Magrini Law**, as they show that the consumer does not have sufficient confidence to use the product properly. This confirms that when the **Magrini Law** is violated, the result is increased **operational costs** for companies, which must deal with returns, replacements, and warranty claims, in addition to the frustration of the customer, who often avoids purchasing online again.

2. Repressed Demand in E-commerce

The **repressed demand**, revealed by e-commerce behavior patterns, is a central concept that emerges from the analyzed data. Although there is a significant volume of visits to technical product pages and items added to the cart, the **low conversion rate** indicates that consumers are interested but do not finalize the purchase due to a lack of confidence in the product's use. This creates a kind of "**stockpile**" of consumers who wish to buy but delay the decision, waiting for the opportunity to acquire the product through a physical channel, where they receive the necessary security.

Data analytics supports this idea, showing high visitation and interaction rates with technical products but also high **cart abandonment rates**. The lack of conversion in this case is not due to the product's price or features, but rather to the **lack of confidence** in using the equipment. Consumers prefer to pay a higher price at physical stores, where they can rely on technical support, rather than risk an online purchase without the backing of practical assistance.

When the **Magrini Law** is violated and the consumer chooses to proceed with the online purchase without the necessary confidence, the inevitable result is a higher probability of errors, misuse, and eventual returns. This not only compromises the **consumer experience**,

but also has a **negative impact on companies' profit margins**, which must handle the costs associated with returns and warranties.

3. The Experience of Support as a Differential in Physical Sales

One of the most important points revealed by the results is the crucial role that the **technical support experience** plays in the conversion of technical product sales. In physical stores, the consumer has the opportunity to interact directly with a technician or salesperson who can provide clear guidance on assembly and operation. This creates an **experience of confidence**, which is not available in the online environment. The support offered in physical stores acts as a decisive factor in leading the consumer to complete the purchase of complex technical products.

This phenomenon aligns with the **Perceived Value Theory**, which asserts that the consumer considers not only the product's price but also the additional benefits, such as support and ease of use. The **technical delivery** offered in physical stores adds value to the product, providing the necessary confidence for the consumer to feel secure in their purchase. This is why sales of technical products are significantly higher in physical stores than on e-commerce platforms.

4. Impact of Lack of Technical Support on Returns and Complaints

Another important point identified in the results is the **high rate of returns and complaints** associated with the online purchase of technical products. Consumers who, despite their lack of confidence, decide to take the risk and buy the technical product online often end up returning the item or making a warranty claim due to assembly problems or improper use. This results in additional operational costs for companies, in addition to negatively affecting the **customer experience**, as they become frustrated by their inability to use the product correctly.

When the **Magrini Law** is violated—meaning the consumer buys the product without adequate confidence—the chance of one of these failures occurring increases drastically. Companies selling these products online end up dealing with a **high rate of dissatisfaction** and complaints, as well as the costs associated with returns and warranties. The customer experience is compromised, which also damages the brand's reputation in the long run.

5. Proposals to Address Repressed Demand

Based on the observed results and the difficulties faced by consumers, several proposals have emerged to address **repressed demand** in the e-commerce of technical products. One of the most promising ideas involves creating an **online educational solution** that goes beyond traditional tutorial videos and instruction manuals. This educational solution would include:

- **Explanatory videos** detailing the steps for assembly and operation.

- **Interactive manuals** guiding the consumer in real time, allowing them to follow a clear and objective step-by-step process.
- **Live technical support** via chat or video calls, where the consumer can ask questions during assembly and operation.
- A **practical test** focusing on the **10 most common recurring errors**, which frequently lead consumers to:
 - Return the product due to assembly issues.
 - Use the equipment incorrectly, causing malfunctions.
 - Use the product for inappropriate purposes, causing damage.
 - Break the equipment due to improper handling.
 - Make warranty claims due to improper use.

The goal of this solution is to ensure that, upon completing the online purchase, the consumer has the necessary confidence to operate the product correctly. Implementing this type of solution would not only prevent violations of the **Magrini Law** but also reduce return, complaint, and warranty claim rates.

6. What Happens When the Magrini Law is Violated?

When the **Magrini Law** is violated, the consequences are significant for all parties involved. For the consumer, the lack of confidence results in a **frustrating purchase experience**, which frequently leads to **operational errors**, **returns**, and **product breakdowns**. The customer, who did not receive the necessary support, ends up feeling dissatisfied, which affects their **brand loyalty** and future purchasing decisions.

For companies, the **operational consequences** are clear. Returns, warranty claims, and complaints generate additional costs, directly impacting **profit margins**. Additionally, a **high dissatisfaction rate** among customers can harm the brand's reputation in the long run, making it harder to acquire new customers and retain existing ones.

The **Magrini Law** suggests that to avoid these consequences, companies must invest in **solutions that ensure consumer confidence** from the beginning of the purchase process, either through **digital technical support** or by implementing **online training** that enables the customer to operate the product correctly.

Conclusion

The **Magrini Law** is not merely a simple observation of consumer behavior in e-commerce; it is a powerful statement that redefines the understanding of online sales of technical products. It clearly identifies the fundamental barrier that hinders the growth of this market: the lack of consumer confidence in their ability to receive, assemble, and operate complex products safely and effectively. This is a barrier that, if ignored, transforms e-commerce into a barren terrain for technical products, creating a **repressed demand** that directly affects both the consumer and the seller.

The **Magrini Law** establishes a fundamental truth: **no one will purchase a technical product online without the confidence that they can handle it properly**. And when that confidence is absent, the consequences are disastrous. The consumer faces returns, breakdowns, warranty claims, and a frustrating shopping experience. On the other hand, companies suffer from high costs, loss of reputation, and a decline in customer loyalty. By ignoring the **Magrini Law**, companies not only lose sales but also face a vicious cycle of dissatisfaction and inefficiency.

The strength of this law lies in its ability to **predict and explain** the failure of online sales of technical products on a large scale. It anticipates consumer behavior and reveals why they prefer the security of a physical store, where **technical support** is tangible, and confidence is guaranteed. However, the true genius of the **Magrini Law** lies in its simplicity and scope. It not only explains the problem but also points to the solution. Confidence is the key to unlocking repressed demand, and that confidence can be built through **robust educational solutions**, such as detailed videos, interactive manuals, and live technical support.

Moreover, the **Magrini Law** goes beyond explaining the present; it charts a clear path for the **future of e-commerce for technical products**. Companies that ignore this law will remain trapped in a cycle of cart abandonment, returns, and complaints. However, those that understand and apply its lessons have the opportunity to transform the online shopping experience and dominate a vast and untapped market. Creating **educational platforms** that prepare consumers to safely and efficiently use technical products will break the barriers of confidence and allow e-commerce to thrive.

What is at stake here is much more than just the sale of a product. The **Magrini Law** redefines the relationship between companies and consumers in the digital environment, showing that **trust is buying**. Those who underestimate the impact of this law are doomed to watch their sales disappear amid consumer frustration. On the other hand, those who embrace it will be at the forefront of a revolution in the e-commerce of technical products.

In summary, the **Magrini Law** is effective because it gets to the root of the problem. It is incisive, practical, and applicable, leaving no doubt about its validity. Companies that embrace this reality will be ahead, while those that ignore it will face a grim future, full of dissatisfied customers and lost opportunities. Confidence is the central pillar of success in technical product sales, and the **Magrini Law** is the beacon that guides this path toward a prosperous digital future.

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