

Review

The Impact of Graphic Design on Brand Identity and Consumer Perception

Na Wei ¹, Moyun Yin ^{2,*}

¹ Department of Mechanical and Electrical Engineering, Langfang Polytechnic Institute, Langfang, 065000, China

² Department of Cultural Media and Service, Langfang Polytechnic Institute, Langfang, 065000, China

* Correspondence: flatfish2g@sohu.com

Abstract: Visual imagery has become a dominant way of conveying information and experience in today's world, making graphic design vital to creating both brand image and consumer impression. Logo and use of colors, typography, and images are discussed as key aspects of graphic design and as the major components of the definition of the brand, including positioning strategies. The study offers lessons on the future of branding as well as the potential of visual branding in shaping consumer behavior, consumption rates, and brand perception and association. The study establishes that much importance has to be taken in applying design thinking and balance in the design of the brand touchpoints to improve brand recognition and perceived credibility of the brand to create brand champions. The study also details how design is crucial in developing brand experiences and influencing the generation of the required emotions and loyalty toward brands. Another exciting aspect arising from the analysis relates to business branding as well as an understanding of client needs within the current technological landscape through proficient graphic design.

Keywords: brand identity; consumer perception; graphic design

1. The Impact of Graphic Design on Brand Identity and Consumer Perception

Design is about making an object or offering something tangible that can be easily associated with the five basic senses. Companies aim to establish a unique brand identity that can attract consumers in today's society [1]. Graphic design, as a means of communication tool, helps to develop the image and control the perception of the brand by the consumers. More than half of consumers make decisions depending on the aesthetics of a brand's products and advertising materials. The statistic highlights the importance of graphic design in attracting customer interest and influencing their perception. Graphic design involves different aspects such as logo, color, text, and appearance. These elements are developed deliberately and shape the brand's image, values, and position in the market [2]. For instance, a logo that a professional has designed can create certain feelings and images in the minds of the consumers, while a carefully selected set of colors can strengthen the brand image and characteristics. Using these design elements consistently and integrated across all the touch points, from the product packaging to the digital mediums, enhances brand recall and creates a sense of brand equity among consumers [3]. An excellent Graphic design captures the consumer's attention in the first instance and builds brand awareness, retention, and brand affiliation as consumers' experiences resonate with the intended brand identity.

2. The Power of Visual Branding

Branding through visual elements functions as the competitive edge for companies. An example is a logo that can speak volumes about a brand and its values to consumers

Received: 17 January 2024

Revised: 28 January 2024

Accepted: 2 February 2024

Published: 6 February 2024



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

while creating a first good impression that will last in the customers' minds [4]. Enhancing the concept of symmetry in logo design can facilitate a positive impact on the perceptions of product design and brand equity[5]. Logo – another key aspect of visual identity, a face of the brand, and a symbol that immediately conveys all the necessary information about it. Logo design is a powerful element that can draw consumers' attention and inform them about the key values of a brand under consideration. Using logo design as an example, Small stylistic features, even graphic symmetry, can dramatically influence brand image and customer attitudes. According to Bettels and Wiedmann, balanced logos positively impact consumer perception regarding the design of products and the overall brand image. The appearance of symmetry in logos brings about a positive perception that people associate with balance, stability, and professionalism in the business. The element cannot be bad for the business or the brand's products.

Color is one of the most influential aspects because different colors create feelings or associations with the goods in graphic design. For instance, blue symbolizes trust and stability, while red symbolizes energy and passion. If the brands are specific about choosing the correct color and stick to the selected color scheme, the required personality can be built up, and a consistent outlook is maintained. The significance of color in graphic design and highlight its potential to influence consumers' perceptions and emotions strategically[6]. Colors can establish feelings and associations in people universally, which is why branding plays a significant role in the choice of colors.

The psychological functions of colors affect consumers' perceptions. For example, the rhetoric of blue is related to positive qualities like trust, stability, and professionalism. Brands often use color to convey a message of stability and trustworthiness –associated with banking services or professional services companies [7]. On the other hand, the color red represents energy, passion, and excitement. The feature could be appropriate for brands that wish to portray themselves as energetic and bold. The feature especially applies to sports or lifestyle brands. Brands must consistently use color palettes and maintain a theme in all their products to ensure they relay their preferred and uniform personalities [8]. Besides, consistency improves the brand's identifyability. The engagement increases the emotional appeal because by identifying the brand with a particular color, people will identify with the particular brand attributes that the color stands for. The application of colors universally instigates consumers' behaviors. Colors have special properties that elicit a particular feeling, which can lead the consumer to either be inclined to approach a product and make a purchase or the opposite [9]. For instance, vivid hues such as red and orange are likely to provoke hunger and temptation, perfect for the food and other shopping compilers.

Typography, which deals with type arrangement and styling, is another area of graphic design that has an input on brand reputation. Different fonts or typefaces may reflect a brand's personality and nature, for instance, modern, elegant, or playful [10]. Handwritten typefaces can take advantage of the natural feel of the brand and the ability to convey the brand personality, which is particularly beneficial if a restaurant decides to use handwritten typefaces in its advertising campaigns [11]. The typography of a brand directly affects the consumer's perception of the brand, and it tends to portray the brand's personality. The use of certain typefaces can elicit certain tones that are consistent with the given appropriate brand identity. For instance, a slim, non-serif typeface may depict the current world and intelligence, whereas a curvy, calligraphic font may give the viewer a feeling of class and richness.

Differentiation in the type of font to be used as impactful for creating a brand's personality, whether modern, elegant, or playful. Brands can express their personality using the methodology because typography can also foster differentiation, which is germane to brand marketing. The proper strategic application of handwritten typefaces could also be quite appropriate and fit within specific occupational niches, such as the restaurant business [12]. Printed fonts bring an additional layer of closeness, a personal touch, or even an informal character if it looks handwritten, which may be significant for some brands [13].

The technique can be beneficial for restaurants and other businesses in the hospitality industry, as it can transform a brand and make it feel warm and relatable, as the handwritten elements suggest that someone carefully chose and prepared the graphics to be used [14]. Typography, especially concerning branding, affects many more areas than the inclusive typeface. The style, organization, distribution, and typography of text are vital and as important as the logo in contributing to the overall image of a brand. Typography plays a crucial role in organizing information, pointing to certain elements, and helping to create a natural visual flow that lets the audience easily and quickly perceive and remember the key points of the brand's communication.

3. Influencing Consumer Behavior and Purchase Decisions

Graphic design is one of the most essential processes in creating a brand, and it impacts consumers' decisions about purchasing products. Argyris, Muqaddam, and Miller postulated and confirmed that the social media influencer's extroverted image influences perceived credibility and purchase control, with personality congruency between influencers and audiences. Graphic design guides and prompts the consumer to decide what to purchase. One should also add that the imagery, color schemes, or typography used in advertising campaigns may affect how consumers perceive the brand and its products. A notable trend concerning how the visual aspect of product presentation affects consumer behavior, particularly in social media marketing. The visual representation of extroverted traits in an influencer could influence the audience's perceived credibility and, subsequently, their purchasing behavior. The increase was significantly more apparent among influencers' followers with personalities that matched their own.

Businesses must ensure the images reinforce the desirable brand image and reflect the target market's characteristics. Therefore, brands need to develop visually influential presentations for their target market to increase the perceived credibility of the marketing gimmicks they may offer to their target customers [15]. Graphic design influences consumers' perception of product quality, price, and which product they deem worthy of buying or using. Properly executed and attractive cases, pamphlets, and website designs can make the product or the brand look like a luxury, which is desired to buy it.

Brand image influenced by graphic designs has a high probability of buying intentions and perceived value. Consumers come up with impressions and associations of the brand and can engage with the brand or not, depending on the visual image of a brand through the placement of ideas and images. Branding in graphic design shapes a coherent visual image of a product or a service. It strongly impacts consumers' perceptions of that item's utility and desire to buy it. The effect and underscore the importance of brand image in consumers' choices. The first impressions and evaluations that the buyer has about the brand are related to the graphic aspect, the logos, the colors, the typography, and the general visual aspect. These visual clues act as great signals to help introduce brands and their personalities and positioning within the given market. Brand image is among the features that can formulate consistency in designing a brand, making consumers associate quality and reliability with it.

Consumers tend to perceive products or services they hold as being of a higher value, especially if the brand aligns with their values and preferences when the brand has qualities easily associated with looks. The perceived value may add up to the consumer's choice to increase interaction with the brand and purchase decisions, resulting in associating with brands that emulate their attributes and desirable goals [16]. On the other hand, a poorly implemented or improperly communicated brand image can become a source of a halo effect, allowing consumers to perceive products as worth less and avoid any contact with the brand. In the current world, or rather contemporary crucible business organization brands, consumers struggle to differentiate between brands due to overwhelming information on brands available in the market. Brand image, therefore, affects consumer behavior that is not limited to the initial brand choice [17]. Creating a favorable image impacts brand identification and endorsement, as clients are willing to engage with

brands with similar or positive sentiments. Pervasive application of these facets of brand imagery is another key role of effective graphic design in establishing sustainable relations since customers are constantly reminded of the brand and what it stands for when interacting with branded materials.

Various social media platforms are regarded as proper marketing platforms where graphic designing assets play a great deal in seizing the client's trial. More ornate brand posts on social media attract high engagement, resulting in strong brand associations [18]. Technology has raised the bar regarding visibility and consumer interactions with the coming of social media networks. However, the most important of them all is the issue of customer engagement and its subsequent capture. Graphic design is essential in the overarching campaign to utilize social media for marketing to be well captured. Stylish brand posts, curated with visually appealing graphic design, can act as a beacon amongst the jarring and invasive sounds of endless scrolling. Flashy and colorful posts that brands create on social networks such as Instagram and Facebook receive more laser likes, comments, and shares among consumers. Depending on the type of intention that was initially anticipated, the following actions are more likely to occur: when the visual component of branding content attracts consumers, the interaction with the latter will be deeper and more meaningful. The feature makes brands more visible and accessible to fans and followers and assists in nurturing the relationships between brands and fans or followers. As consumers engage with visually appealing content, they form positive associations with the brand, enhancing brand recognition, loyalty, and advocacy. Effective graphic design on social media goes beyond just creating aesthetically pleasing visuals. The practice involves carefully considering factors such as color psychology, typography, and visual storytelling to convey a brand's personality, values, and messaging in a way that resonates with the target audience.

4. Enhancing Brand Experience and Emotional Connections

Graphic design influences consumer perceptions and contributes to creating memorable brand experiences. A carefully crafted physical or digital environment, with consistent visual themes, can elicit a positive effect and positively influence the brand experience [19]. Previously, a firm's role was to offer a product or a service to the consumer, but in the contemporary world, a firm needs to provide an experience in the consumption process. As with the legible, graphics are one element in these experiences that are important to constructing physical milieus and digital counterparts. It is unarguable that the outer and inner looks of any tangible environment where a consumer will find himself, such as a retail store or a restaurant, can influence the latter's brand experience. Just like colors, typography, and branding, friendly visual themes can be employed to establish business surroundings capable of creating positive emotions and increasing brand equity for the company. The four walls also encompassed the use of colors that create a homely ambiance and the proper installation of signs and other utensens that relay information and guide the consumer through the space.

Similarly, graphics are valuable in defining the right and better website designs in the virtual context. The user can be encouraged to interact more, and navigation through the website, app, or any promoted content can be made clear and smooth when it has a good interface. It can also be used to pass the brand's identity. Following the trends. one can compile a list of guidelines: A coherent visual language should be used across all the digital brand interfaces to make it easily recognizable and memorable. The non-creating or artistic part of good graphic design in brand experiences is the capability to communicate or make beautiful something out of nothing. A clear layout, legible signs and symbols, and a well-mastered organization influence the usability and accessibility of the product for the consumer, improving satisfaction levels and reducing irritation. Brand experiences through graphics design may be useful in building brand loyalty and, therefore, emotions, such as a long-lasting link between consumers and brands. Overall, consumers' positive

feeling toward a brand enables brand owners to augment consumers' brand loyalty, brand advocacy, and commitment [20].

Graphic design enables the consumer to develop a familiarity with the company. The imagery that brands adopt must be meaningful, which can result in an improved connection between consumers and the brands and their products [21]. For example, incorporating green aspects in graphic design can interest the conscious buyer and give a brand image of being environmentally friendly [22]. Consumers no longer need only products or services to function but brands that align with individual values and objectives. To create these emotional links with consumers, brands can apply graphic design by portraying graphics relevant to the target group's belief system and aspirations. Brands need to communicate consumers' values and emotional aspects about the brands by appealing to the consumers' eyes so that consumers bond well with the brands. For example, an integration-promoting brand may depict people of different ethnicities, blacks, Asians, gays, disabled, etc., in its advertisement so that the consumed-developed oneness emotion is fostered.

Any firm that is involved in producing products that contain an environmentally sensitive graphic design will be able to appeal to customers who are aware of the environment's state. Incorporating natural colors and recycled materials or even focusing on the eco-sensitivity of a brand can enhance green-concerned consumers' perception of sustainability. Sometimes, when visuals are aligned with consumer values and aspirations, brand identity can be used to build emotional as opposed to transactional bonds. Such affiliations tend to lead to positive opinions and recommendations and make consumers feel that the brand belongs to them due to understanding them. Appealing graphics and touching emotions can become the touchpoints that can help a brand look more credible and truthful. Credibly, it is considerably more accessible for consumers to develop essential emotional connections with pretend brands seen as genuine instead of pretentious brands perceived as fake.

The graphics elements may impact the consumer's consumption level through appeals to the beauty and elegance of the product. Yoo found that in the context of mobile commerce, the quality of augmented reality apps is impacted by visual design, and it positively affects consumers' attitudes, which, in turn, influences their purchase intention [23]. Thus, as mobile and augmented reality technologies use increases in interaction with consumers, the application of graphic design alongside the likeness of the packaging and presentation of the products is paramount. Recently, Yoo has synthesized a detailed review of influencing factors on consumer perception and the subsequent purchase intention through the visual design of AR applications in mobile commerce. Good graphic design is a big plus in making the visual aspects of the part of the interface and the overall AR experience more engaging and comprehensible. Other design qualities that can influence consumers perception of the quality of the AR application include color and color combinations, typography, icon, and the overall User Interface Interface design of the application. If the overall visual image and style of the AR experience are well design/looks good, the consumers may extend these perceptions of the products or services advertised in the experience.

However, if the visual elements are poorly designed in the AR applications, the consumer may be put off and develop a poor perception of the application as being of poor quality and therefore not worth the price. In the current context of a saturated market and overloaded consumers, an appealing and professionally designed AR experience can add value to a brand and make it stand out from the crowd [24]. Graphic design is an essential aspect of the overall quality and worth of a product. This influence is not confined to the AR applications only. Through the different online and offline interactions, the image and unified design aspect of the brand can influence consumer impressions of the brand experience. From the design of product packaging to the layout of websites, the use of proper and well-thought-out graphics can help to form a positive perception of the quality of the product or service as well as its compatibility with consumer values.

5. Staying Ahead in a Visually Driven World

Organizations must ensure that they are in a position to use graphic design to their advantage. Brands must update their visual branding elements to maintain the consumers' attention and remain relevant [25]. Businesses must understand that graphic design should be considered a strategic weapon to keep the brand on customers' minds. As society advances and people's attention span decreases, more and more decisions are made and influenced by visual stimuli and logos. According to Pizzi and Scarpi it is critical to maintain and evolve the visual branding assets with some level of regularity so that consumers do not forget about a certain brand. The lack of evolution or obsolescence in the visual identities used in marketing can easily put the brand in a coma and make it lose relevance to the consumer. Brands can stay current, exciting, and relevant by altering their graphic design.

Rebranding can range from simply tweaking a brand's visual identity, such as changing the logo or the color scheme, to a complete overhaul. Nevertheless, finding a middle ground between innovation, brand awareness, and brand identity is essential [26]. Good graphic design refreshes must consistently complement the brand's visual system and history, introduce new design trends, and adapt to changing consumer expectations. Companies must update the visual branding elements frequently to ensure that the brand is relevant in the market: Consumers are more likely to notice, be interested in, and, most importantly, remember brands through continuous and repeated images. Thus, businesses also need to understand the need to integrate new technologies and design elements that are relevant in the current world. The firms could use AR, VR, or even other types of digital interfaces within their branding and advertising campaigns. Thus, one can be more effective and innovative and provide consumers with something new and interesting by introducing the latest visual technologies.

Brand personality perceptions can be positively influenced by modern graphic design elements such as virtual reality, and interactive digital experiences help the brand to stand out and be noticed in today's market [27, 28]. Today, brands have a chance to use the latest design technologies and touchpoints to forge deeper emotional connections with the audience. Through the use of virtual reality (VR), brands can create an effective means of making consumers live the brand's identity and values in a virtual world, which is the actualization of the brand story within the five senses. By using VR, brands can create situations within which consumers can engage with the brand and create brand associations through interaction rather than observation [29]. The engagement can enhance brand personality dimensions such as excitement, newness, and adventure since the engagement is customizable and interactive.

Technologies such as augmented reality, gamification, and dynamic data visualizations can help a brand achieve such impressions of being modern, dynamic, and interested in its audiences. Thus, allowing consumers to engage with the content directly induces the brand's perception of being friendly, engaged in understanding the consumers' behaviors and intents, and committed to engaging consumers across all levels of the digital landscape [30]. Such digitally immersive branded experiences have the potential to create rich, long-lasting mental images of themselves in the minds of the consumers and generate a genuine emotional engagement with the brand essence.

Businesses must develop an integrated and coherent approach to graphic design and ensure that the company has a clear and recognizable visual identity across all possible customer contact points. The practice covers the product and its material aspects as well as the product's physical surroundings, such as packaging, advertisement through print and broadcast media, digital media such as websites and applications, and the real-world environment such as retail stores and events [31]. The important aspect should be sustained to enhance the brand's recall, associations, and consumer trust. When the brand's visual identity system is well crafted and rigorously applied, the result is a brand environment that is consistent and omnipresent, encasing the customer in a branded experience that is the same regardless of where or how the customer is engaging with the

brand[32]. The degree of coherence ensures that consumers can easily remember and associate the brand and its various touchpoints, with each subsequent encounter easily linking back to the core brand identity[33]. Brand identity elements that include color harmony, typography, iconography, photography, and visual spirit create environmental signals that emphasize the brand's character.

Coordinating brand experience across various channels can build consumer confidence because it paints the picture of a well-organized company that pays attention to details and is in it for the long haul. The activity gives consumers the confidence that they will get the same standards and value proposition for the brand, irrespective of the situation [34]. The reliability fosters trust based on the knowledge of what consumers can expect from the brand, which lowers consumers' perceived risk, allowing them to make more confident purchases. Creating a consistent graphic design system may be compared to ensuring that brand identity is recognizable whether a customer interacts with it in a particular channel or another [35]. Firms can develop the much-needed emotional bond with consumers, leading to the desired brand loyalty and advocacy through the collective understanding of the numerous touch points in the brand experience.

6. Conclusion

Graphic design can benefit companies that want to have a unique brand image and manage consumer perceptions. Consumers are bound to perceive and interact with a brand in a certain way when it comes to logos, colors, typography, and visual identity. Using these visual elements, businesses can gain consumers' attention, influence buying behaviors, create great brand experiences, and evoke emotional responses from their target markets. The psychological effects of design include symmetry in logos, which gives a formal impression, color to elicit certain feelings, and handwritten fonts, which give a personal touch. Companies can use visual branding when communicating the brand's personality, values, and positioning to the consumers. Firms must adopt new graphic design strategies, ensure the visual identity is consistent across all possible channels and touchpoints, and update a brand's visual identity more frequently in the current world. The value of good graphic design goes beyond the surface level. Markets are saturated and crowded; therefore, businesses wish to establish a strong brand to captivate their consumers.

References

1. Kim MJ, Lim JH. A comprehensive review on logo literature: research topics, findings, and future directions. *Journal of Marketing Management*. 2019;35(13-14):1291-1365. https://eclass.aegean.gr/modules/document/file.php/511420/%CF%80%CE%B5%CF%81%CE%AF%20%5Bvisual%5D%20Brand%20Identity/2e_A%20comprehensive%20review%20on%20logo%20literature%20research%20topics%20findings%20and%20future%20directions.pdf
2. Batra R. Creating Brand Meaning: A Review and Research Agenda. *Journal of Consumer Psychology*. 2019;29(3):535-546. <https://deepblue.lib.umich.edu/bitstream/handle/2027.42/150608/jcpy1122.pdf?sequence=1>
3. Yu S, Lee J. The Effects of Consumers' Perceived Values on Intention to Purchase Upcycled Products. *Sustainability*. 2019;11(4):1034. <https://doi.org/10.3390/su11041034>
4. Luffarelli J, Stamatogiannakis A, Yang H. The Visual Asymmetry Effect: An Interplay of Logo Design and Brand Personality on Brand Equity. *Journal of Marketing Research*. 2019;56(1):89-103. <https://journals.sagepub.com/doi/pdf/10.1177/0022243718820548>
5. Bettels J, Wiedmann KP. Brand logo symmetry and product design: The spillover effects on consumer inferences. *Journal of Business Research*. 2019;97:1-9. <https://doi.org/10.1016/j.jbusres.2018.12.039>
6. Haase J, Wiedmann KP, Bettels J. Sensory imagery in advertising: How the senses affect perceived product design and consumer attitude. *Journal of Marketing Communications*. 2018;26(5):475-487. <https://doi.org/10.1080/13527266.2018.1518257>
7. Alzate M, Arce-Urriza M, Cebollada J. Mining the text of online consumer reviews to analyze brand image and brand positioning. *Journal of Retailing and Consumer Services*. 2022;67:102989. <https://www.sciencedirect.com/science/article/pii/S0969698922000820>
8. Teo LX, Leng HK, Phua YXP. Marketing on Instagram: Social influence and image quality on perception of quality and purchase intention. *International Journal of Sports Marketing and Sponsorship*. 2019;20(2):321-332.

- https://web.archive.org/web/20201104110004id_/https://www.emerald.com/insight/content/doi/10.1108/IJMSMS-04-2018-0028/full/pdf?title=marketing-on-instagram-social-influence-and-image-quality-on-perception-of-quality-and-purchase-intention
9. Graciola AP, De Toni D, Milan GS, Eberle L. Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*. 2020;55:102117. <https://doi.org/10.1016/j.jretconser.2020.102117>
 10. Liu SQ, Choi S, Mattila AS. Love is in the menu: Leveraging healthy restaurant brands with handwritten typeface. *Journal of Business Research*. 2019;98:289-298. https://e-tarjome.com/storage/panel/fileuploads/2019-07-13/1563010941_E12194-e-tarjome.pdf
 11. Liu L, Dzyabura D, Mizik N. Visual Listening In: Extracting Brand Image Portrayed on Social Media. *Marketing Science*. 2020;39(4):669-686. <https://cdn.aaai.org/ocs/ws/ws0494/17094-75932-1-PB.pdf>
 12. Syah TYR, Olivia D. Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality. *Cogent Business & Management*. 2022;9(1):2065790. <https://www.tandfonline.com/doi/pdf/10.1080/23311975.2022.2065790>
 13. Visza Adha H, Utami W. The Effect of Brand Experience, Brand Personality and Brand Trust on Brand Loyalty. *Journal of Business and Management Review*. 2021;2(12):861-871. doi:10.47153/jbmr212.2962021. <https://doi.org/10.47153/jbmr212.2962021>
 14. Park CI, Namkung Y. The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability*. 2022;14(3):1657. <https://doi.org/10.3390/su14031657>.
 15. Chan VHY, Chiu DKW, Ho KKW. Mediating effects on the relationship between perceived service quality and public library app loyalty during the COVID-19 era. *Journal of Retailing and Consumer Services*. 2022;67:102960. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8840821/>
 16. Chang Y, Li Y, Yan J, Kumar V. Getting more likes: the impact of narrative person and brand image on customer-brand interactions. *Journal of the Academy of Marketing Science*. 2019;47(6). doi:<https://doi.org/10.1007/s11747-019-00632-2>
 17. Poushneh A. Humanizing voice assistant: The impact of voice assistant personality on consumers' attitudes and behaviors. *Journal of Retailing and Consumer Services*. 2021;58:102283. <https://www.sciencedirect.com/science/article/pii/S0969698920312911>
 18. Hamzah ZL, Abdul Wahab H, Waqas M. Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. *Journal of Research in Interactive Marketing*. 2021;15(4):628-648. <https://doi.org/10.1108/jrim-05-2020-0113>
 19. Roggeveen AL, Grewal D, Karsberg J, et al. Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. *Journal of Retailing*. 2021;97(1):81-98. <https://www.sciencedirect.com/science/article/pii/S0022435920300889>
 20. Zhou F, Mou J, Su Q, Jim Wu YC. How does consumers' Perception of Sports Stars' Personal Brand Promote Consumers' brand love? A mediation model of global brand equity. *Journal of Retailing and Consumer Services*. 2020;54:102012. <https://modir3-3.ir/article-english/article1281.pdf>
 21. Machado JC, Vacas-de-Carvalho L, Azar SL, André AR, dos Santos BP. Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. *Journal of Business Research*. 2019;96:376-385. <https://core.ac.uk/download/pdf/185617965.pdf>
 22. Silvia B, Lorenzo B, Rita SS. Eco-friendliness and fashion perceptual attributes of fashion brands: an analysis of consumers' perceptions based on Twitter data mining. *Journal of Cleaner Production*. 2019;244:118701. <https://doi.org/10.1016/j.jclepro.2019.118701>
 23. Yoo J. The Effects of Perceived Quality of Augmented Reality in Mobile Commerce – An Application of the Information Systems Success Model. *Informatics*. 2020;7(2):14. <https://doi.org/10.3390/informatics7020014>
 24. Coelho FJF, Bairrada CM, Matos Coelho AF. Functional brand qualities and perceived value: The mediating role of brand experience and brand personality. *Psychology & Marketing*. 2019;37(1):41-55. https://estudogeral.uc.pt/bitstream/10316/93269/1/P%26M_Estudo%20geral.pdf
 25. Pizzi G, Scarpi D. The year of establishment effect on brand heritage and attitudes. *Journal of Consumer Marketing*. 2019;36(6):827-834. doi:<https://doi.org/10.1108/jcm-05-2018-2665>.
 26. Erjansola AM, Lipponen J, Vehkalahti K, Aula HM, Pirttilä-Backman AM. From the brand logo to brand associations and the corporate identity: visual and identity-based logo associations in a university merger. *Journal of Brand Management*. 2021;28:241-253. <https://link.springer.com/content/pdf/10.1057/s41262-020-00223-5.pdf>
 27. De Gauquier L, Brengman M, Willems K, Van Kerrebroeck H. Leveraging advertising to a higher dimension: Experimental research on the impact of virtual reality on brand personality impressions. *Virtual Reality*. 2019;23:235-253. <https://doi.org/10.1007/s10055-018-0344-5>
 28. Hwang AHC, Oh J. Interacting with background music engages E-Customers more: The impact of interactive music on consumer perception and behavioral intention. *Journal of Retailing and Consumer Services*. 2020;54:101928. <https://www.depts.ttu.edu/rawlsbusiness/research/documents/rsrp/The-impact-of-interactive-music-on-consumer-perception-and-behavioral-intentions.pdf>

29. Sudaryanto S, Subagio NA, Awaliyah IN, Wulandari D, Hanim A. Influence Of Brand Image, Price And Promotion On Consumer's Buying Decision Of Fast Moving Consumer's Goods With Culture As A Moderating Variable In Basmallah Retail Store In Indonesia. *IJMSBR*. 2019;8(3):85-92.
30. Giglio S, Pantano E, Bilotta E, Melewar TC. Branding luxury hotels: Evidence from the analysis of consumers' "big" visual data on TripAdvisor. *Journal of Business Research*. 2019;119:495-501. https://research-information.bris.ac.uk/ws/portalfiles/portal/216266551/final_brand_perception_of_luxury_hotels.pdf
31. Sander F, Föhl U, Walter N, Demmer V. Green or social? An analysis of environmental and social sustainability advertising and its impact on brand personality, credibility and attitude. *Journal of Brand Management*. 2021;28(4):429-445. <https://link.springer.com/content/pdf/10.1057/s41262-021-00236-8.pdf>
32. Alahira, Ninduwezuor-Ehiobu, Ani, Ejibe P. Eco-Innovative Graphic Design Practices: Leveraging Fine Arts To Enhance Sustainability In Industrial Design. *Engineering Science & Technology Journal*. 2024;5:783-793.<https://doi.org/10.51594/estj/v5i3.902>
33. Argyris YA, Muqaddam A, Miller S. The effects of the visual presentation of an Influencer's Extroversion on perceived credibility and purchase intentions—moderated by personality matching with the audience. *Journal of Retailing and Consumer Services*. 2020;59:102347. <https://doi.org/10.1016/j.jretconser.2020.102347>
34. Foroudi P, Yu Q, Gupta S, Foroudi MM. Enhancing university brand image and reputation through customer value co-creation behaviour. *Technological Forecasting and Social Change*. 2019;138:218-227. <https://kar.kent.ac.uk/69564/1/TFSC%202018%20Enhance%20University%20Brand%20Image.pdf>
35. Sivaram M, Niknik A, Munawar, Ali H. Determination of purchase intention through brand awareness and perceived quality (Case Study: For consumers PT. Sentosa Santosa Finance Tangerang area). *DIJMS*. 2019;1(2). <https://doi.org/10.31933/DIJMS>