A RESEARCH INVESTIGATION AIMED AT COMPREHENDING THE INFLUENCE OF VISUAL CONTEXT ON CUSTOMERS' FIRST PERCEPTION OF ORGANIZATION'S VISUAL IDENTITY SYSTEMS.

He Yuhai[1], Muralitharan Doraisamy Pillai[1]

[1]Lincoln University College, Petaling Jaya, Malaysia.

ABSTRACT

The objective of this research is to investigate the visual environment and the influence that it has on the first perceptions that customers have of the visual identity systems being used by a corporation. This study is to investigate the ways in which logos, color schemes, and design consistency influence the impressions of customers in order to get a deeper comprehension of the ways in which these elements contribute to the visual identity of an organisation and the efficiency with which it operates. The primary inquiry of this research is to determine how the perceptions and emotional responses of customers, which are influenced by a variety of visual settings, have an effect on the overall image of the brand. This study makes use of a combination of visual analysis and feedback from consumers in order to ensure that visual identity systems are optimised for increased brand perception and engagement capabilities.

Keywords: Visual Context, Brand Perception, Visual Identity Systems, Customer Impressions.

INTRODUCTION

A company's visual identity is its "public face," the first impression that consumers have of the business. Successful branding and marketing in the contemporary visually driven world require an awareness of how visual context influences consumers' first impressions of a company's visual identity systems. As a first impression, how do customers perceive a company's visual identity systems? That was the question their research project seeks to answer. By emphasising the role towards visual identity in influencing consumers' views of businesses, the introduction lays the groundwork for the study proposal. It stresses the significance of knowing how the visual environment affects the first perceptions that customers have of a company's visual identity systems within this visually driven world. The introduction does a good job of establishing the significance and applicability of the research subject and giving a good explanation of why the study was necessary. Emphasizing the importance of comprehending how the visual environment influences clients' views of visual identity systems establishes the tone for the proposal. A company's visual identity is a powerful tool for many reasons, including building a loyal client base, standing out

from the competition, communicating core values, and communicating with consumers. Companies must put resources into developing and sustaining a consistent and powerful visual identity because of the incalculable influence it has on branding and marketing campaigns (Kotler et al., 2022).

BACKGROUND OF THE STUDY

Visual identity encompasses various visual elements such as logos, colours, typography, and imagery that represent an organization's brand identity. Previous research has highlighted the importance of visual identity in branding and its impact on consumer behaviour. However, little research has focused on how the context in which visual identity is presented influences customers' initial perceptions. The significance underlying visual context in influencing consumers' first impressions of a company's visual identity systems was the central theme of the research proposal. A company's visual identity was its "face" in the marketplace, representing it to potential clients. Starting the First Impression was crucial in moulding the audience's perception of the organization. The first impression that visual components like logos, colour schemes, and typography give clients can be quite influential. One way to increase brand awareness was to maintain a unified look and feel across all marketing materials. The context in which visual identity is presented, such as the platform or medium, can significantly impact consumers' perceptions. This includes ads, packaging, social media, and websites. Visual cues that consumers are already familiar with have a multiplicative effect on their loyalty to the brand and their ability to remember it. Differentiating a brand from competing products requires eye-catching visuals that stand out from the crowd (Engel, 2019).

PURPOSE OF THE STUDY

An investigation of how consumers form first impressions of the visual identity systems of a company to the visual environment in which they find themselves was the major purpose of this study. This research aims to gain knowledge of how consumers build initial impressions of a company's brand based on the many visual components and the circumstances in which they were presented. The study's purpose was to gain this insight. The goal of the study was to give insight into how visual systems for identification may be fine-tuned to boost the perception and engagement of customers. This was accomplished by analyzing these aspects.

LITERATURE REVIEW

The initial impressions that customers get of a business are significantly impacted by the visual branding scheme that the firm employs. Logos, colour palettes, fonts, and other visual elements that contribute to a coherent brand image were examples of typical components that were included in such systems. Visual identity systems

should not only assist individuals in remembering the brand, but they should also communicate the core values and personality of the respective organisation. If the researcher wants to grasp the nuances of how visual identity systems affect consumer perception, they must educate themselves on the theories of branding and visual perception. Some theories of visual perception have been proposed by Gestalt psychologists and other researchers. These ideas provide insight into how individuals interpret and make sense of graphic information. According to these points of view, the inclination of humans to arrange visual components into coherent patterns may have a significant influence on individuals' ability to perceive and react to visual identity systems. There were theories of branding and identity that provide more explanation for the impact that these visual components have in forming the views that customers have of a company. According to the ideas that were prevalent in this area, visual identity systems play a significant part in the process of establishing and preserving the distinctiveness of a brand. On the other hand, this may affect the attitudes and actions of customers right from the beginning (Brown, 2020).

RESEARCH QUESTIONS

How does visual context influence customers' initial perception of an organization's visual identity systems?

RESEARCH METHODOLOGY

The goal of qualitative and quantitative research was to find statistically significant relationships between variables by collecting numerical data on those variables and feeding it into statistical models' quantitative studies aim to get a more in-depth understanding of society. Researchers often use quantitative methods when examining phenomena with a personal effect quantitative studies provide hard data in the form of tables and graphs quantitative studies rely heavily on numerical data, which necessitates a methodical strategy for collecting and analysing the data. It may be used in a variety of ways, including averaging out data, making forecasts, looking into connections, and extrapolating results to bigger populations. Quantitative studies were the opposite of qualitative studies, which relied on in-depth interviews and observations and quantitative research techniques were widely used in many academic disciplines, including biology, chemistry, psychology, economics, sociology, marketing, and many more.

SAMPLING

Research participants filled out questionnaires to provide information for the research. Using the Rao-soft programme, researchers determined that there were 614 people in the research population, so researchers sent out 750 questionnaires. The researchers got 723 back, and they excluded 28 due to incompleteness, so the researchers ended up with a sample size of 695.

DATA & MEASUREMENT

Primary data for the research study was collected through a questionnaire survey. The questionnaire was divided into two parts – (A) Demographic information and (B) Factor responses in a 5-point Likert Scale for both the online and non-online channels. Secondary data was collected from multiple sources, primarily internet resources.
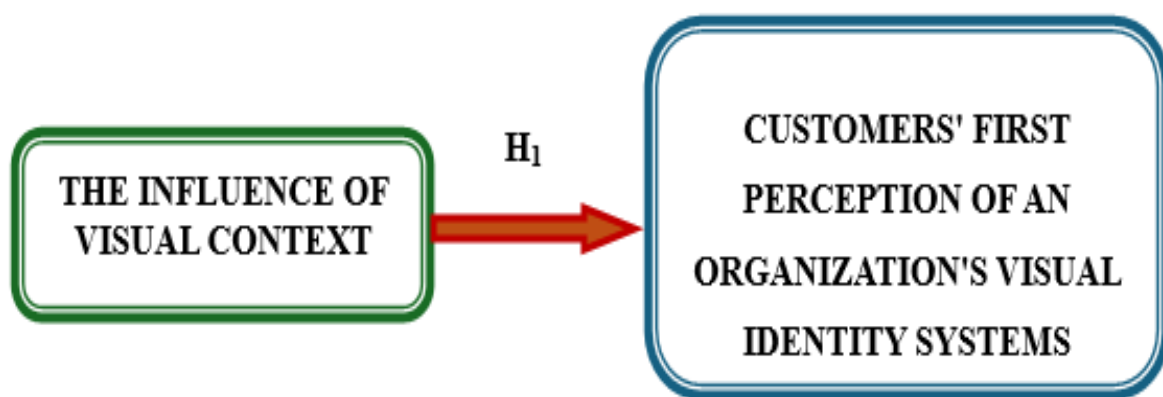
STATISTICAL SOFTWARE

MS-Excel and SPSS 25 were used for Statistical analysis.

STATISTICAL TOOLS

Descriptive analysis was applied to understand the basic nature of the data. Validity was tested through factor analysis and ANOVA.

CONCEPTUAL FRAMEWORK

RESULTS

Factor Analysis: Factor Analysis was often used to confirm a measurement set's latent component structure (FA). Latent factors may affect observable variables' scores. Model-based accuracy analysis (FA). It models causal connections between observable occurrences, undiscovered causes, and measurement errors." "Kaiser-Meyer-Olkin (KMO) may test data for factor analysis. The model and its variables were assessed for proper sampling. Statistics estimate shared variance among numerous variables. Factor analysis works best with lower percentages. KMO returns 0–1. Sampling was adequate if KMO was between 0.8 and 1. If KMO was less than 0.6, sampling was inadequate and remedial action was needed. Between 0.5 and 0.6, use their best judgment. Some authors choose 0.5. KMO Near 0 suggests modest overall correlations compared to partial correlations. Extensive correlations make component analysis difficult. Kaiser's acceptance thresholds: Kaiser's acceptance thresholds: 0.050-0.059. 0.60–0.69 below-average Middle grade: 0.70–0.79. Quality point value: 0.80–0.89. 0.90–1.00 was spectacular.

Table 1: KMO and Bartlett's.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	3568.968
	df	190
	Sig.	.000

The KMO value of the data used for this study was .910. Furthermore, Bartlett's test of Sphericity derived the significance level as 0.00. Hence, the sample was proven suitable for running factor analysis. After performing EFA, four factors were extracted and the eigenvalues of these factors were 17.73, 1.612, 1.478 and 1.132, respectively.

TEST FOR HYPOTHESIS

DEPENDENT VARIABLE

Customers' First Perception of an Organization's Visual Identity Systems: Customers' first impressions of an organization's visual identity systems were substantially influenced by the visual environment in which they come into contact with these components. Customers assess visual identity systems, which include logos, colour schemes, and typography, by looking at them through the lens of their surrounding environment and the media in which they were presented. Enhancing brand awareness and making a favourable first impression may be accomplished via the implementation of a visual identity that is properly integrated and in line with its environment. On the other hand, a visual identity that is not properly aligned or presented appropriately might result in confusion or bad views. It is essential for businesses that want to successfully express their brand message and engage their audience from the very beginning to have a solid understanding of this relationship (Cronley, 2020).

INDEPENDENT VARIABLE

The Influence of Visual Context: The customers' visual surroundings have a significant impact on how they understand the visual identity systems that were presented to them. It was possible that the viewer's understanding and feelings about a visual aspect were influenced by a variety of contextual circumstances, including the media and position of the piece. A negative first impression may be generated by ineffectiveness and confusion owing to a setting that was not well-

matched, but a good first impression can be obtained. Clarity and brand alignment in a properly matched visual environment are two factors that can contribute to a good first impression. Therefore, to obtain the desired perceptions and engagement from consumers, it was vital to include visual identity systems inside the appropriate context (Vaughn, 2019).

A Relationship Between Customers' First Perception of an Organization's Visual Identity Systems and the Influence of Visual Context: Importantly, visual context affects how clients first perceive a company's visual identity systems. Customers' first interpretations and responses to visual identity aspects were influenced by visual context, which includes variables like positioning, medium, and the surrounding environment. These components were more effective in a visually coherent framework, which improves first impressions and increases brand awareness. On the other side, a misaligned context might lead to misunderstandings or unfavourable impressions. As a result, initial impressions were crucial in establishing the success or failure of an organization's visual identity (Schmitt, 2019).

Based on the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between Customers' First Perception of an Organization's Visual Identity Systems and the Influence of Visual Context.

H01: There is no significant relationship between Customers' First Perception of an Organization's Visual Identity Systems and the Influence of Visual Context.

H1: There is a significant relationship between Customers' First Perception of an Organization's Visual Identity Systems and the Influence of Visual Context.

Table 2: H$_1$ ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	38846.568	452	5655.517	1254.235	.000
Within Groups	2234.822	242	5.356		
Total	41081.390	694			

In this study, the result was significant. The value of F was 1254.235, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the "H1: There is a significant relationship between Customers' First Perception of an Organization's Visual Identity Systems and the Influence of Visual Context." is accepted and the null hypothesis is rejected.

DISCUSSION

The findings of this research shed light on how the visual surroundings allow customers to form their first perceptions of the visual identity systems of a firm. According to the findings of the study, the visual environment has a substantial impact on the perceptions and responses of customers to brands, colour palettes, and fonts. According to the findings of their study, the perceptions that customers have of visual identification systems were highly reliant on the situation. As an example, individuals could have a different reaction to a logo when they see it shown on a website as opposed to when they see it displayed on physical products. The fact that this variation exists demonstrates how important it was to tailor visual identification systems to the situations in which they were used. It was possible for visual elements to either strengthen or undermine the intended brand message, depending on how they were employed. The results indicate that the interplay between visual identification systems and their surroundings has a disproportionately high influence on first perceptions. This was the case because of the correlation between the two. Contextual factors, such as the clarity, relevance, and degree of coherence between the design and the surrounding environment, affect the speed with which consumers make decisions based on the visual signals that are shown to them. The findings of this study provide validity to prevailing notions about first impressions by demonstrating how a visual identification system may be made much more effective by considering the visual surroundings.

CONCLUSION

To recap, the findings of this research indicate that the visual environment that surrounds a firm has a significant impact on the first perceptions that customers have of the visual identity systems that the company employs. Organisations may choose to boost their visual identity strategy by identifying and utilising the power of visual context to better satisfy the demands of consumers and improve the overall image of the brand. For us to have a better understanding of how to design visual identity systems that are effective in today's market, which is always evolving and diverse, research in this area must be maintained.

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