

A RESEARCH STUDY FOCUSED ON UNDERSTANDING THE IMPACT OF VISUAL CONTEXT ON CONSUMERS' INITIAL PERCEPTION OF AN ORGANIZATION'S VISUAL IDENTITY SYSTEMS.

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**ABSTRACT**

The study's overarching goal is to learn how consumers form first impressions of a company's visual identity systems based on their exposure to certain visual elements in the surrounding environment. This study aims to gain a better understanding of how logos, color schemes, and design consistency impact the impressions of customers. It also seeks to determine how these elements contribute to the visual identity and operational efficiency of an organization. This study's overarching goal is to ascertain, via an examination of various visual contexts, how consumers' impressions and feelings about a brand are impacted. The goal of this research is to help improve visual identity systems for better brand perception and engagement by combining visual analysis with customer input. Consumers' first impressions of a company's visual identity systems are impacted by visual context, according to this study. An organization's visual identity is very influential in how customers see it, and the presentation of these pictures greatly affects this perspective. Consumers' emotional reactions, trust, and overall impression of a brand may be influenced by a number of contextual elements, including color schemes, visual composition, typography, and backdrop design. This study compares and contrasts qualitative and quantitative approaches to examine how consumers respond to various visual representations of brands in different contexts. According to the results, visual identity systems work far better when they are in line with the organization's principles, mission, and intended audience. The research shows that companies may improve their visual branding strategy by making a better first impression on customers, which in turn increases engagement, loyalty, and awareness of the brand.

**Keywords:** Visual Context, Brand Perception, Visual Identity Frameworks, Customer Impressions.

**INTRODUCTION**

The visual representation of a corporation serves as its "public face," or first impression on customers. Being cognizant of how visual context impacts consumers' first perceptions of a company's visual identity systems is crucial for successful branding and marketing in today's visually driven environment. When consumers think of a business,

what image does the visual identity system provide them with? Their study aims to provide an answer to that very issue. The research idea is established in the introduction, which places a focus on the importance of visual identity in influencing customers' impressions of firms. Knowing how the surrounding visual aspects affect customers' first perceptions of a company's visual identity systems is vital in today's visually driven environment (Song & Yang, 2023). The introduction effectively introduces the research topic, explains its relevance and importance, and justifies the study's need. Knowing how clients interpret visual identity systems in relation to their surrounding visual environment is crucial for establishing the proposal's tone. There are several reasons why a company's visual identity is so important. It helps with customer communication, distinguishing out from the competition, conveying the company's values, and establishing a loyal client base. The immeasurable impact a company's visual identity has on branding and marketing efforts makes it imperative that companies invest in creating and maintaining such an identity. To stand out in today's crowded economy, convey core values to customers, and attract new ones, businesses are putting more faith in visual identity systems. Building a consistent and memorable brand identity relies heavily on visual components including logos, typefaces, color palettes, and design elements. But how these visual identification systems are perceived depends on both the components and their presentation environment. Consumer impressions are greatly influenced by the visual context, which includes factors such as the surrounding surroundings, the medium of seeing the identity, and the emotional ambiance it produces. Visual information is not received passively by consumers. Contextual variables, such as cultural connotations, the mood created by colors, or the perceived congruence between visual features and the message of the organization, may greatly impact their early perceptions of an organization's visual identity. Businesses that want to make an impression with their visual identity need to know how these elements influence people's perceptions. This research aims to explore ways in which different visual environments impact customers' first impressions of a company's visual identity system. The study attempts to shed light on how organizations may improve their branding strategies to evoke good emotions, build trust, and increase brand awareness by investigating the connection between visual aspects and their environment (Andrade et al., 2024).

## BACKGROUND OF THE STUDY

Logos, colors, typography, and artwork are all part of a company's visual identity, which in turn represents its brand. The significance of visual identity in branding and its effect on customer behavior has been previously established by study. Nevertheless, there is a dearth of literature on the topic of how the presentation environment of visual identity impacts the first impressions made by consumers (Du et al., 2020). The major

idea of the study was to investigate how customers' first perceptions of a company's visual identity systems are impacted by the underlying visual environment. An organization's visual identity served as its "face" while interacting with consumers and prospective customers. The audience's impression of the organization was greatly influenced by Starting the First Impression. Visual elements like logos, color palettes, and typography make a strong initial impression on customers. Consistent design across all promotional materials was one strategy to raise brand recognition. The platform or medium in which visual identity is conveyed may greatly influence how customers perceive it. Everything from advertisements to product packaging to social media and websites falls under this category. The power of common visual cues to strengthen brand loyalty and memorability is greatly enhanced when customers encounter them. Graphics that grab people's attention and make them stand out are essential for differentiating a brand from rival items (Butcher & Pecot, 2021).

### **PURPOSE OF THE STUDY**

The primary goal of this study was to analyze the relationship between consumers' visual surroundings and the visual identity systems of different firms. The purpose of this study is to learn how people form first impressions of a brand using a variety of visual cues and contextual factors. This revelation was the goal of the investigation. In order to better understand how to improve visual identification systems in order to increase consumer engagement and perception, this research set out to answer several important questions. Examining these factors allowed to achieve the goal.

### **LITERATURE REVIEW**

A company's visual branding strategy has a substantial influence on consumers' first perceptions of the company. Typical components of such systems include logos, color palettes, typefaces, and other visual elements that help create a consistent brand image. In addition to helping people recall the brand, visual identity systems should convey the personality and principles of the company. Researchers interested in visual identity systems' effects on consumers' perceptions might do well to familiarize themselves with branding and visual perception theory. Many scholars, including Gestalt psychologists, have put forward views on how the human visual system works. These concepts give light on the ways in which people understand and use visual data. These theories propose that people's natural tendency to form coherent patterns out of visual elements could greatly impact how they interpret and respond to visual identity systems. Theories of identification and branding provide more insight into how these visual elements influence consumers' perceptions of a business. The common belief in this field is that visual identity systems are crucial in creating and maintaining a brand's uniqueness. However, this has the potential to influence consumers' behavior and

mindset from the get-go. Logos, color palettes, typefaces, and general design all contribute to what is known as a company's visual identity, which is important since it influences how consumers see the business (Wang et al., 2023).

Brand awareness and distinctiveness in competitive marketplaces are helped along by these visual components. But how consumers perceive these visual features is heavily influenced by the context in which they are presented. The way people perceive and react to visual stimuli may be influenced by environmental elements such as lighting, spatial layout, and the surrounding visual context. Brand perception, which in turn affects customer emotions, trust, and engagement, may be bolstered or weakened by how well an organization's visual identity fits its setting. Design components such as colors, forms, and typography may amplify or dilute the brand's intended message depending on the emotional reaction they elicit. Consumers feel more connected to a company when its visual identity is well-aligned with its surroundings, which in turn triggers favorable emotional reactions. On the other hand, misunderstandings or unfavourable impressions could result from visual components that don't fit the context. Individuals' life experiences, societal norms, and the specifics of the visual environment all play a role in how consumers decipher and make sense of the information sent by visual aspects. Perceptions are shaped in part by how easily these visual aspects are processed; well-designed visuals that match customer expectations are likely to make a good impression, whereas inconsistent or badly designed visuals may derail brand perception. This research adds to what is already known by delving into a topic that has gotten less attention than specific visual identity aspects—the connection between visual context and early consumer perceptions of a brand (Erjansola et al., 2021).

## RESEARCH QUESTION

How does design consistency influence on customers' first perception of organization's visual identity systems?

## RESEARCH METHODOLOGY

The objective of qualitative and quantitative research was to identify statistically significant correlations between variables by gathering numerical data and inputting it into statistical models; quantitative studies seek to get a more profound comprehension of society. Researchers often use quantitative approaches when investigating events having a personal impact. Quantitative investigations provide empirical data represented via tables and graphs. Quantitative studies depend significantly on numerical data, requiring a systematic approach for data collection and analysis. It may be used in several ways, including as data averaging, forecasting, investigating

correlations, and projecting findings to larger populations. Quantitative studies contrasted with qualitative studies, which depended on comprehensive interviews and observations; quantitative research methodologies were extensively used across several academic fields, including biology, chemistry, psychology, economics, sociology, marketing, and others.

## **SAMPLING**

Research participants completed questionnaires to provide information for the study. Utilizing the Rao-soft software, researchers ascertained a study population of 614 individuals, prompting the distribution of 750 questionnaires. The researchers received 723 responses, excluding 28 for incompleteness, resulting in a final sample size of 695.

## **DATA & MEASUREMENT**

The research study's primary data was gathered using a questionnaire survey. The questionnaire consisted of two sections: (A) Demographic information and (B) Factor answers measured on a 5-point Likert scale for both online and offline modes. Secondary data was gathered from several sources, mostly online sites.

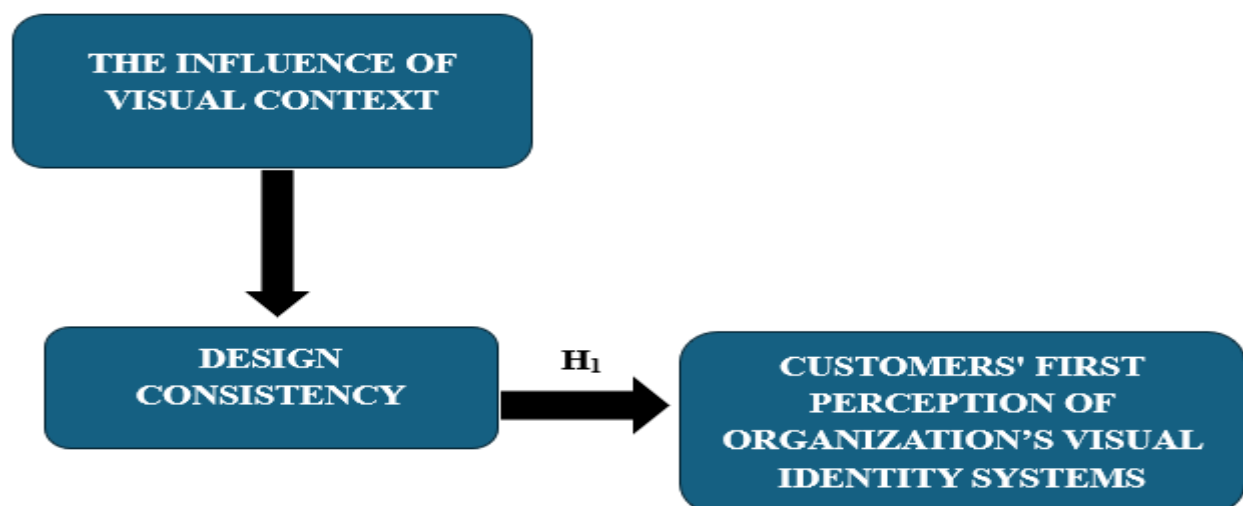
## **STATISTICAL SOFTWARE**

Statistical analysis was conducted using MS-Excel and SPSS 25.

## **STATISTICAL TOOLS**

Descriptive analysis was used to comprehend the fundamental characteristics of the data. Validity was assessed by factor analysis and ANOVA.

## **CONCEPTUAL FRAMEWORK**



## RESULT

**Factor Analysis:** Factor Analysis was often used to validate the latent component structure of a measurement set. Latent factors may influence the scores of observable variables. Model-based accuracy assessment (FA). It delineates causal relationships among observable events, unidentified factors, and measurement inaccuracies. The Kaiser-Meyer-Olkin (KMO) test evaluates data suitability for factor analysis. The model and its variables were evaluated for adequate sampling. Statistics quantify the shared variance across many variables. Factor analysis is more effective with reduced percentages. KMO yields a range of 0 to 1. Sampling was deemed sufficient if the KMO value ranged from 0.8 to 1. If the KMO value was below 0.6, the sample was insufficient, necessitating corrective measures. Utilize their best judgment within the range of 0.5 to 0.6. Certain writers choose 0.5. KMO A value close to 0 indicates relatively weak overall correlations in comparison to partial correlations. Significant correlations complicate component analysis. Kaiser's criteria for acceptance: Kaiser's acceptance criteria: 0.050-0.059. 0.60-0.69 subpar Middle grade: 0.70-0.79. Quality point value: 0.80 to 0.89. The range of 0.90 to 1.00 was exceptional.

**Table 1: KMO and Bartlett's**

<b>KMO and Bartlett's Test</b>		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.989
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	3252.968
	<b>df</b>	190
	<b>Sig.</b>	.000

The KMO value of the data used for this investigation was .989. Additionally, Bartlett's test of Sphericity had a significance level of 0.00. Consequently, the sample was shown to be appropriate for conducting factor analysis. Following the execution of Exploratory Factor Analysis (EFA), four factors were identified with eigenvalues of 17.73, 1.612, 1.478, and 1.132, respectively.

### **Test For Hypothesis:**

### **INDEPENDENT VARIABLE**

**The Influence of Visual Context:** What the consumers see around them greatly influences their interpretation of the visual identity systems offered to them. Several

contextual factors, such as the medium and the viewer's location, may have affected their interpretation and emotional response to a visual element. It is possible to create a positive first impression, but ineffectiveness and confusion caused by an inappropriate environment might lead to a poor one. Two things that may help make a positive first impression is being clear and having the brand shown in an appropriately matched visual context. Consequently, it was critical to include visual identity systems within the right context in order to achieve the required impressions and engagement from customers (Foroudi, 2019).

## FACTOR

**Design Consistency:** Design consistency is the process of making sure that all visual aspects of a brand's identity and communication materials are consistent and match each other. Logos, colors, font, images, and layout must be consistent across all touchpoints and media. This includes websites, ads, packaging, and social media. Design consistency serves to provide a coherent and easily identifiable brand experience, which in turn serves to reinforce the brand's message and identity. When brands maintain a constant visual style, they become more trustworthy and recognizable to their target demographic, which in turn makes it simpler for people to interact with the brand in any context (Harmon-Kizer, 2019).

## DEPENDENT VARIABLE

**Customers' First Perception of an Organization's Visual Identity Systems:** The visual context in which a company's visual identity systems are encountered has a significant impact on the first impressions that customers form of these systems. Visual identity systems, like logos, color palettes, and typography, are evaluated by customers by seeing them in context and as shown in various media. With the right visual identity in place, which is consistent with its surroundings, it is possible to increase brand recognition and create a positive first impression. However, misunderstandings or negative perceptions could arise from a visually disorganized or poorly portrayed identity. Having a strong grasp of this connection is crucial for firms that want to effectively communicate their brand message and engage their audience from the start (Jin et al., 2019).

**Relationship Between Design Consistency and Customers' First Perception of an Organization's Visual Identity Systems:** Customers' first impressions of a company's visual identity systems are greatly influenced by how consistent their designs are. Making a good first impression is crucial, and one way to do it is by keeping the brand's design consistent across all touchpoints. This includes logos, colors, typography, and layout. Maintaining a consistent design voice shows that the researcher care about the



little things, which makes the brand more credible and trustworthy to customers. Furthermore, by consistently using design components, the brand may effectively express its intended emotional tone, which in turn helps to match customers' emotional reactions with the brand's message. Additionally, it promotes cognitive fluency, which in turn makes the business more approachable and relatable to customers. Brands that maintain a consistent visual identity are more likely to be believed by customers because they seem genuine and in line with their beliefs. The opposite is true with inconsistent design, which may lead to customer frustration and a loss of confidence. When the researcher wants the visual identity to be clear, trustworthy, and engaging from the get-go, design consistency is key (Jun & Lee, 2022).

Following the above debate, the researcher developed the hypothesis to examine the correlation between design consistency and customers' first perception of an organization's visual identity systems.

H<sub>01</sub>: There is a significant relationship between Design Consistency and Customers' First Perception of an Organization's Visual Identity Systems.

H<sub>1</sub>: There is a significant relationship between Design Consistency and Customers' First Perception of an Organization's Visual Identity Systems.

Table 2: H<sub>1</sub> ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	262	5655.517	1055.921	.000
Within Groups	492.770	432	5.356		
Total	40081.390	694			

The outcome of this investigation was significant. The F value was 1055.921, achieving significance with a p-value of .000, which is below the .05 alpha threshold. The hypothesis "***H<sub>1</sub>: There is a significant relationship between Design Consistency and Customers' First Perception of an Organization's Visual Identity Systems***" is accepted, whereas the null hypothesis is rejected.

## DISCUSSION

This study's results provide insight into how consumers' visual environments shape their first impressions of a company's visual identity systems. The research concluded that consumers' reactions to brands, color schemes, and typefaces are significantly



influenced by their visual surroundings. The study's results indicated that consumers' impressions of visual identification systems were situationally sensitive. Seeing a logo on a website, for instance, could elicit a distinct emotional response from viewers than seeing the same brand on tangible goods. The existence of this variance highlights the need of contextualizing visual identification systems. Depending on their placement and composition, visual components might bolster or weaken the desired brand message. First impressions are heavily impacted by the interaction between visual identification systems and their environment, according to the research. The relationship between the two factors made this outcome inevitable. Consumers' decision-making speed in response to visual signals is influenced by contextual elements such the design's clarity, relevance, and degree of coherence with the surrounding environment. In support with commonly held beliefs on initial impressions, this research shows how taking one's visual environment into account may greatly improve the efficacy of a visual identification system.

## CONCLUSION

To review, this study's results show that consumers form first impressions about a company's visual identity systems based on their exposure to the surrounding visual environment. Businesses may enhance their visual identity strategy by understanding the importance of visual context, which helps them meet customer requests and boosts the brand's image. Continued study in this field is essential if the researchers are to have a deeper grasp of the ever-changing and diversified nature of the modern market and how to effectively create visual identity systems for it.

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