



A RESEARCH STUDY DESIGNED TO INVESTIGATE THE IMPACT OF VISUAL CONTEXT ON CONSUMERS' FIRST PERCEPTIONS OF AN ORGANIZATION'S VISUAL IDENTITY STRATEGIES

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Abstract

Finding out how consumers form first impressions of a company's visual identity systems from numerous visual elements in their environment is the primary goal of the study. The goal of this study is to have a better understanding of how logos, colour schemes, and design consistency influence customers' opinions. Finding out how these elements contribute to a company's visual identity and operational efficiency are also part of its goals. This study seeks to examine the impact of various visual settings on consumers' perceptions and attitudes towards a brand. Improving brand perception and engagement is the end goal of this project, which seeks to improve visual identity systems by integrating visual analysis with customer input. Consumers' first impressions of a brand's visual identity systems are shaped by their visual surroundings, according to this study. The presentation of these pictures greatly influences how customers see a firm, which in turn determines its visual character. Contextual elements like colour schemes, visual composition, typography, and backdrop design may influence customers' emotional reactions, trust, and perception of a company. Using a mix of qualitative and quantitative techniques, this study investigates consumers' reactions to various brand visual representations in various contexts. According to the results, visual identity systems work better when they represent the organization's personality, mission, and intended audience. The research concluded that companies may improve their visual branding strategy and make a better first impression on customers in order to increase brand awareness, engagement, and loyalty.

Keywords: *First Impressions, Visual Identity, Brand Identity, Organizational Branding, Design Strategy.*

Introduction

A company's "public face," or first impression, is what customers see when they consider the business. Understanding how visual context shapes clients' first perceptions of a company's visual identity systems is crucial for branding and marketing efforts in today's visually driven environment. In thinking about a brand, what impression does the visual identity system of a corporation leave on consumers? They are concentrating their inquiry on that specific issue. The study's subject is introduced in the introduction, which stresses the importance of visual identity in influencing how customers perceive businesses. 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. The purpose of the introduction is to introduce the research subject, highlight its importance, and provide a rationale for the need for the investigation. Knowing how clients see visual identity systems in relation to their 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 in communicating with clients, communicating the company's beliefs, standing out from the competition, and establishing a loyal customer base. Due to its outsized impact on branding and marketing efforts, a company's visual identity is an investment that must be made and maintained. To stand out in today's crowded marketplace, convey core values to customers, and entice new ones, businesses are putting more and more faith on visual identity systems. Logos, typefaces, colour schemes, and other visual components play a significant role in developing a memorable



brand identity. On the other hand, how these visual identification systems are perceived is dependent on their components and the presenting environment. The visual environment influences customer impressions via factors including location, medium of perception, and emotional mood it produces. Viewers do not idly absorb visual data. Cultural connotations, emotional responses to certain colours, and perceptions of how well the design complements the message are all factors that could impact how people perceive an organization's logo and other visual components. A corporation needs to be aware of how these things function for its visual identity to have any kind of effect. This research aims to examine how customers perceive a brand's visual identity system in different settings. This study aims to shed light on how businesses may improve their branding strategies to increase brand identification, positive feelings, and trust by studying the connection between visual components and their environments (Andrade et al., 2024).

Background of the study

Included in a company's visual identity are elements such as logos, colours, typography, and artwork that serve as representations of the brand. Branding and customer behaviour are both affected by visual identity, according to the research. Nevertheless, there is a dearth of literature exploring the topic of how visual identity presentation setting impacts first impressions made by clients (Erjansola et al., 2021). The major objective of the study was to examine how customers' first perceptions of a company's visual identity system are influenced by the surrounding visual environment. Graphic identities served as the "face" of companies while interacting with consumers and prospective buyers. The organisation made an effect on the audience right from the start. Visual elements, like as typefaces, colour schemes, and logos, leave a long-lasting effect on customers. Keeping the design similar across all promotional materials was one strategy to raise brand recognition. Depending on the platform or medium employed, the way visual identity is conveyed to customers may be greatly affected. Advertising, product packaging, websites, and social media are all considered "media" here. Customers are more likely to remain loyal and recall the brand when they see familiar visual signals. The use of striking visuals is crucial in differentiating the goods of different brands (Wang et al., 2023).

Purpose of the study

The study's overarching goal was to examine how different organisations' visual identity systems relate to the visual environments in which their target audiences engage. People form first impressions of brands based on a variety of visual cues and contextual factors, which this study seeks to identify. This mystery was the intended target of the investigation. To better understand how to improve visual identification systems and increase consumer engagement and perception, we set out to answer several important questions in our research. Examining these factors allowed us to achieve our goal.

Literature review

The initial impression that consumers get of a company is heavily influenced by its visual branding strategy. Common elements of such systems include logos, colour schemes, typefaces, and other visual components that help to establish a consistent brand image. In addition to aiding brand memorability, visual identity systems should convey the organization's principles and personality. Researchers interested in the impact of visual identity systems on consumers' opinions may find the theories of branding and visual perception interesting. A number of scholars, including Gestalt psychologists, have put forward hypotheses on how the human visual system functions internally.



Humans' visual processing and use may be better understood with the help of these concepts. In theory, the way individuals perceive and respond to visual identity systems may be greatly impacted by their tendency to create meaningful patterns from visual components. It is possible that the theories of identification and branding might provide light on the ways in which these visual elements influence consumers' perceptions of a business (Zhang & Yang, 2019). Visual identity systems are essential for building and maintaining brand differentiation, according to everyone in our sector. Customers' attitudes and behaviours can be immediately impacted by this, however. Logos, colour palettes, typography, and general design all contribute to a company's visual identity. This matters since it influences consumers' opinions of the brand. Brand awareness and visibility in congested marketplaces are both boosted by these visual components. Customers' perceptions of these visual aspects are heavily influenced by the presenting setting. Factors in the environment, such as lighting, spatial layout, and the surrounding visual context, may influence how people perceive and react to visual information. How well a company's visual identity fits in with its surroundings may influence how consumers perceive the brand, which in turn affects their emotions, trust, and engagement (Shi & Jiang, 2022). Depending on the emotional reaction they elicit, design elements like colours, shapes, and typography may either amplify or diminish the brand's message. People are more likely to have an emotional connection to a business when its visual identity fits well with its surroundings. However, misunderstandings or bad impressions might result from visually discordant aspects. Many things impact consumers' visual interpretation and meaning-making abilities, such as their own experiences, societal norms, and the specifics of their visual environment. Perceptions are shaped in part by how easily these visual elements are processed; visually beautiful visuals that match consumer expectations are likely to give a good impression, while visually confusing or badly executed visuals can ruin a brand's reputation. A topic that has gotten less attention than other visual identity components, this research adds to what is already known by exploring the connection between visual context and initial impressions of a brand among consumers (Li et al., 2023).

Research question

- How does contextual priming affect consumers' initial perception of an 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.



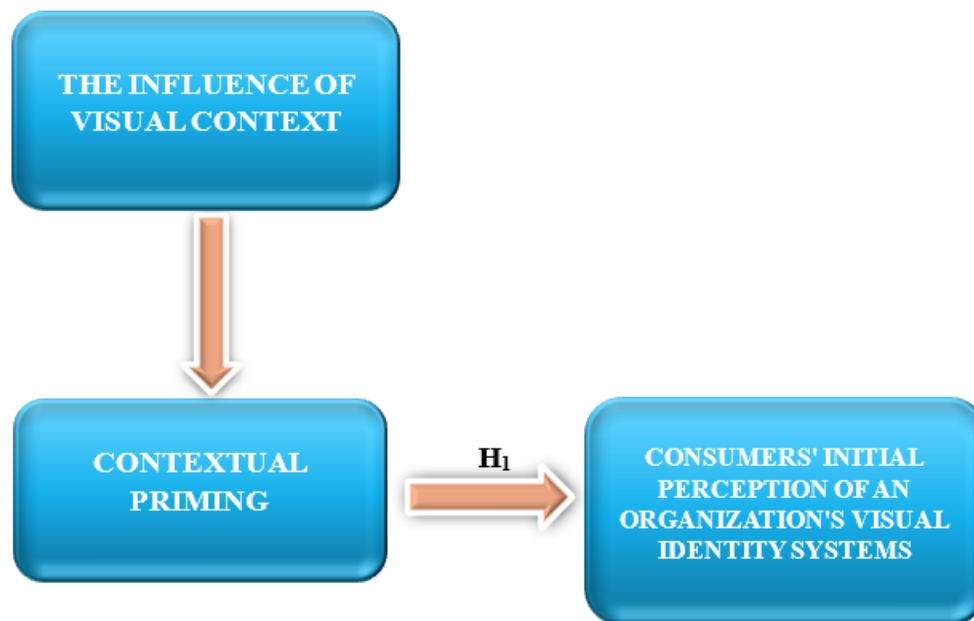
Sampling: Research participants completed questionnaires to provide information for the study. Utilizing the Rao-software, researchers ascertained a study population of 614 individuals, prompting the distribution of 750 questionnaires. The researchers received 723 responses, excluding 28 for incompleteness,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

Data and 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 10: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.967
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

The KMO value of the data used for this investigation was .967. 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

Customers' perceptions of visual identity systems are heavily impacted by their environment. The way a visual element was presented, and the viewer's physical location are two examples of contextual elements that might impact how we perceive and react to it. A good first impression is within reach, but a bad one could result from incompetence or bewilderment brought on by an unsuitable setting. Being transparent and displaying the brand in a properly matched visual environment are two things that may assist in establishing a good first impression. Therefore, to get the desired reactions and participation from clients, it was essential to use visual identity systems appropriately (Peng et al., 2023).

❖ FACTOR

➤ Contextual Priming

The term "contextual priming" describes a mental process wherein an individual's reaction to new information is shaped by their exposure to a previously established context or similar stimulus. It takes place when relevant information, contextual signals, or past experiences trigger certain brain connections, facilitating the processing of associated ideas. Perception, understanding, and



decision-making are all improved by contextual priming, which uses prior experience to gently direct attention and expectations. Many fields have seen this impact, including cognitive psychology, advertising, memory recall, and language processing (Roosens et al., 2019).

❖ **DEPENDENT VARIABLE**

➤ **Customers' First Perception of an Organization's Visual Identity Systems**

Visual cues play a significant role in shaping customers' first impressions of a brand's identity systems. The way a company's logo, colour scheme, and typeface look in various settings and on various media is how customers evaluate the visual identity system. With the right visual identity that complements its surroundings, you can increase brand recognition and create a positive impression. However, having an identity that is visually disorganised or improperly portrayed might result in misunderstandings or bad perceptions. Businesses need to understand this connection well if they want to communicate their brand's message and hook customers right away (Song et al., 2022).

❖ **Relationship Between Contextual Priming and Customers' First Perception of an Organization's Visual Identity Systems**

By moulding consumers' expectations and interpretations in response to relevant stimuli in the past, contextual priming greatly affects how customers first perceive a company's visual identity system. The surrounding context, including industry standards, prior encounters with comparable companies, or cultural connotations, impacts how people perceive a brand's logo, colours, typography, or other design aspects. Warm, earthy tones may imply eco-friendliness or sustainability, while a clean, minimalist design could lead clients to anticipate a tech-savvy or premium brand. These unintentional priming influences the speed and positivity with which consumers react to a brand, either by confirming or contradicting their first assumptions. Using contextual priming deliberately, businesses may build brand awareness and develop an image that resonates with their target audience (Ferrão, 2022).

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

H₀₁: There is a significant relationship between Contextual Priming and Customers' First Perception of an Organization's Visual Identity Systems.

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



Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	332	2255.517	283.143	.000
Within Groups	492.770	362	7.966		
Total	40081.390	694			

The outcome of this investigation was significant. The F value was 283.143, achieving significance with a p-value of .000, which is below the .05 alpha threshold. The hypothesis "*H₁: There is a significant relationship between Contextual Priming 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 important insight into how consumers' immediate visual context shapes their first impressions of a company's visual identity systems. The results show that people's reactions to brands, colour schemes, and typefaces are significantly affected by their visual surroundings. Customers' perceptions of visual identification systems differed across settings; the results showed. A logo on a website, for instance, could evoke a distinct set of feelings than the same brand's actual merchandise. This difference highlights the importance of contextualising visual identification systems. The order and placement of graphic components determines how well they convey the desired brand message. Visual identification systems' environmental interactions significantly impact initial impressions, the research found. The outcome was predetermined by the interaction between the two factors. How fast customers make judgements based on visual signals is affected by contextual elements such as the design's clarity, relevance, and degree of environmental coherence. Consistent with commonly held beliefs about initial impressions, this research shows how taking the user's visual environment into account may greatly improve the effectiveness of a visual identification system.

Conclusion

In conclusion, this study's results show that customers form first impressions of a brand's visual identity systems based on their visual environment. By understanding the importance of visual context, organisations may strengthen their visual identity strategy and better meet customer requests while enhancing the brand's image. In order to comprehend the intricate and ever-changing present market and develop visual identity systems that differentiate themselves, researchers must continue to delve into this subject.



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