

THE INFLUENCE OF VISUAL DESIGN AND COMMUNICATION IN THE FORMATION OF CONSUMER CHOICES ON BRANDS AND BUSINESS PRODUCTS

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ABSTRACT

In the modern business era, effective visual design and communication play a crucial role in shaping consumer preferences towards marketed brands and products. This study aims to analyze the impact of visual design and communication on consumer decision-making processes, focusing on case studies of various businesses in Indonesia. Through a literature review and empirical analysis, the findings reveal that aesthetic elements, uniqueness, and consistency in visual design, along with clear, engaging, and brand-aligned messaging, significantly enhance product appeal, build consumer trust, and drive purchasing decisions. These findings provide practical insights for marketers and business practitioners in designing effective marketing strategies by leveraging the integration of visual design and communication.

Keywords: Design, Visual, Communication, Consumer, Marketing

1. INTRODUCTION

In an era of ever-expanding globalization, the business world faces increasingly complex challenges, especially in terms of fierce competition. Companies are required to formulate an effective marketing strategy, which includes not only product and pricing aspects, but also proper visual design and communication. Eye-catching visual designs can influence consumers' attention and contribute to their purchasing decisions. Research shows that dynamic content in video ads, such as moving visual elements, can increase visual attention and, in turn, increase ad effectiveness (Wooley et al., 2022).

Additionally, an understanding of consumer preferences and needs is key in designing more personalized and relevant ads, which can increase a positive response from the target audience (Moreno-Armendáriz et al., 2023). With the advancement of new media technology, companies can now segment audiences more effectively. This allows them to develop more interactive and engaging communication, which can ultimately improve the effectiveness of advertising (Gan & Tsai, 2021). For example, the use of strong visual elements in outdoor advertising can attract consumers' attention and create a more immersive experience (Geng, 2022).

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In this context, the importance of visual communication in marketing cannot be overlooked, as it can help create a strong brand identity and capture the attention of consumers in a competitive market. Furthermore, research shows that the language of communication used in advertising can influence consumer purchase intent. Emotional experiences resulting from visual interactions and communication language can increase consumers' desire to make a purchase (Geng et al., 2023). In this regard, packaging design also plays an important role, especially in the context of unusual products, such as insect-based foods, where visual elements can reduce disgust and increase the perception of product safety (Naranjo-Guevara et al., 2023).

Visual design is an essential element in product and brand marketing strategies, where components such as color, shape, typography, and layout contribute significantly in shaping consumer perceptions and influencing their emotions. Color selection, for example, can create diverse psychological responses, such as a sense of calm or energy, that could potentially influence consumer purchasing decisions (Tapang & Espineda DComm, 2024). Research shows that color can influence brand perception and can be used to create positive associations that support marketing strategies (Xiaotong et al., 2024). Additionally, attractive packaging design is often the first determining factor that attracts consumers' attention, so it's important for companies to pay attention to this aspect in their product development (Naranjo-Guevara et al., 2023).

Visual design is not only limited to static elements, but it also includes the use of dynamic content in video ads. Research shows that moving elements in an ad can attract greater visual attention, which contributes to the success of those ad sales (Wooley et al., 2022). By leveraging new technologies, such as big data analytics, companies can optimize visual designs to reach more segmented audiences and interact with them more effectively (Gan & Tsai, 2021). This suggests that a deep understanding of consumer behavior and their visual preferences is essential in creating a successful marketing campaign (Moreno-Armendáriz et al., 2023). Furthermore, the importance of inclusivity in visual design cannot be ignored either (Rolando, 2025c, 2025f, 2025b; Setiawan & Rolando, 2025; Winata & Rolando, 2025).

Designs that consider color vision impairment, for example, can improve product accessibility and expand the consumer base (Tapang & Espineda DComm, 2024). As such, companies that neglect the inclusive aspect of their visual design may miss out on the opportunity to reach a wider market segment. Research also shows that visual elements in packaging can affect the perception of product health, which in turn can influence consumers' purchasing decisions (Xiaotong et al., 2024).

Marketing communication plays a crucial role in shaping consumer preferences for brands and products. Through various communication channels, such as advertising, public relations, personal sales, and sales promotions, companies can convey crucial information, increase brand awareness, and shape consumer perception. In this context, the use of digital and social media is becoming increasingly relevant, as it allows companies to interact directly with consumers and create a more personalized and engaging experience (Geng et al., 2023; Ligaraba et al., 2023). Research shows that marketing strategies that are utilizing interactive content and personalization can increase consumer engagement and influence their purchasing decisions (Geng, 2022; Moreno-Armendáriz et al., 2023).

For example, a successful sports shoe brand builds strong brand awareness through creative and interactive digital campaigns. By leveraging collaborations with influencers and presenting engaging content, the company is able to capture consumers' attention and influence their decision to choose and buy products from the brand. Research shows that collaboration with influencers can increase advertising effectiveness, as influencers often have a strong relationship with their audience, which can increase trust and loyalty to brands (Riddell et al., 2024; Wooley et al., 2022). In addition, the use of eye-catching visual elements in advertising has also been shown to be effective in attracting

consumer attention, which in turn can increase sales (Naranjo-Guevara et al., 2023; Xiaotong et al., 2024).

Well-designed marketing communication not only creates closeness between consumers and brands, but can also increase consumer loyalty and trust in the products or brands offered. Research shows that elements of good communication, such as the use of engaging language and interactive experiences, can increase consumer purchase intent (Geng et al., 2023; Moreno-Armendáriz et al., 2023).

Consumers in choosing brands and products are influenced by various factors, including visual design and marketing communication strategies. An eye-catching visual design can grab consumers' attention and increase the appeal of the product. Research shows that visual elements in advertising, such as the use of dynamic content, can influence consumers' visual attention and contribute to the success of video ad sales (Wooley et al., 2022). In addition, personalized marketing strategies, which are based on the analysis of individual appearances, allow companies to better understand consumer needs and preferences, thus improving the effectiveness of advertising (Moreno-Armendáriz et al., 2023). Effective marketing communication also plays an important role in building a positive brand image (Rolando, 2024b, 2025d, 2025a; Wigayha & Rolando, 2024, 2025).

In this context, the use of new media allows advertisers to segment audiences and build more interactive communication mechanisms with consumers (Gan & Tsai, 2021). This suggests that a more targeted approach in marketing communication can increase brand awareness and drive more profitable purchasing decisions for companies. However, in addition to visual design and communication, consumers also consider other factors such as product quality, price, and brand reputation. For example, in the context of packaging, visual elements and clear information can reduce consumer discomfort with new products, such as insect-based foods, suggesting that effective visual communication can influence consumers' perception of product safety (Naranjo-Guevara et al., 2023).

In addition, the communication language used in marketing can also influence consumer purchase intent, where an interactive linguistic experience can increase consumer interest and engagement (Geng et al., 2023). As such, a deep understanding of consumer behavior and the factors influencing their choices is essential for companies in designing effective marketing strategies. By understanding consumer behavior, companies can create visual design and marketing communications that align with their needs and consumer preferences, which in turn can increase product appeal and drive favorable purchasing decisions (Crichton-Fock et al., 2023; Ligaraba et al., 2023).

Visual design and marketing communication are important elements of business strategy, but there is still a gap in understanding how they work synergistically in influencing consumer preferences and behavior. In an increasingly competitive business environment, it is important for companies to not only understand the role of each element but also explore the combined impact of the two as part of an integrated marketing approach. This research aims to answer the key question: how do visual design and marketing communication affect consumer preferences for brands and products? By focusing on the analysis of the role of these two elements in shaping consumer perception, this study seeks to identify optimal strategies to increase product attractiveness and brand loyalty. Based on the hypothesis that the combination of compelling visual design and effective marketing communication significantly influences brand awareness, purchase intent, and consumer loyalty, this research is expected to provide new insights to fill existing knowledge gaps (Mulyono & Rolando, 2025; Rolando, 2024a, 2025e; Rolando & Chondro, 2025; Zahran & Rolando, 2025).

2. RESEARCH METHOD

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This study uses a qualitative approach by conducting a comprehensive literature review to evaluate the influence of visual design and marketing communication in shaping consumer preferences for brands and products.

2.1 Search Strategy

This research was conducted by exploring various sources of leading academic literature through Scopus. Keywords used in searches include a combination of "Visual", "Marketing", "Design", "Communication", "Consumer". The data search was carried out on November 11, 2024, where the references were considered relevant to the research topic and then downloaded and analyzed further.

2.2 Study Selection

Based on the results of the reference search in the Scopus database, 159 documents were found related to the combination of keywords that had been determined. Then, further analysis is carried out by reading abstracts from the journal that we have selected previously. The abstract must include the keywords searched as well as the relevance of the abstract content to the topic to be raised in this research.

As a result of the analysis, around 45 documents have been found that can be used as the main reference in this study. Due to the results of the analysis, it categorizes these 45 documents as references that are more relevant than other references.

2.3. Data Analysis

From the 45 selected documents, we conducted an in-depth analysis of the content of each article. Important information taken includes, research findings that discuss the influence of visual design in influencing consumer preferences, discussions about the role of marketing communication in shaping consumer perception of brands and products, and studies on the synergy between visual design and marketing communication in influencing take-up.

consumer decision. All of this important information is then summarized and compiled systematically to answer the main questions of the research.

Quality Criteria
1. Is the Meaning of Visual Communication Design Explained in Detail and Clearly?
2. Is the concept of a visual communication design related to consumer preferences in choosing a business brand/product?
3. Is Visual Communication Design needed in a business to attract consumers?
4. Is the purpose of this research clearly defined?
5. Are the results of the research presented clearly?

Table 1. Quality Criteria

The journal selection process can be seen through the PRISMA flow, by following 4 stages which include "Identification", "Screening", "Eligibility", and "Included" according to the criteria that have been set previously.

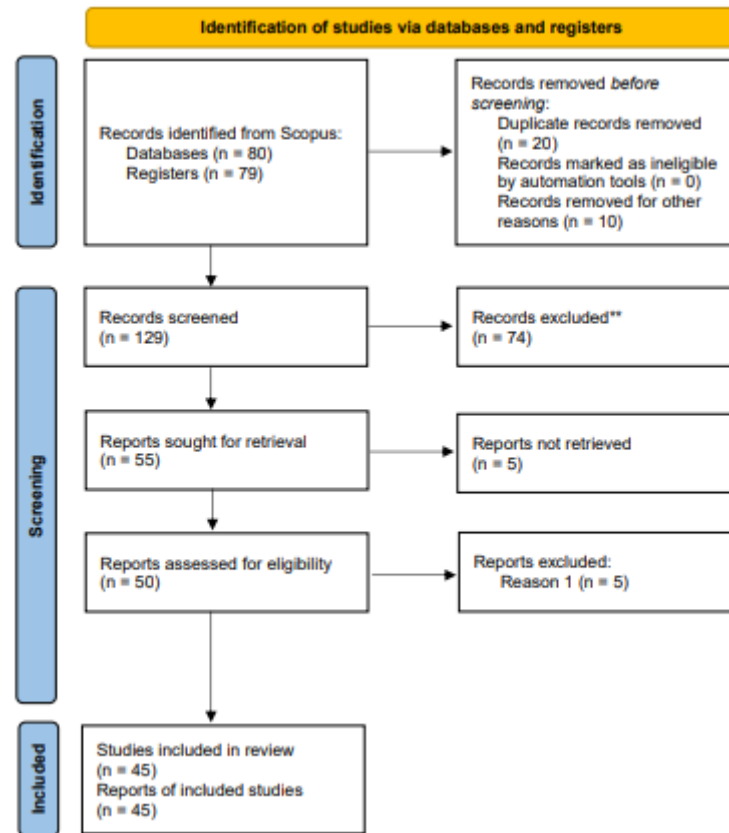


Figure 1. PRISMA flowchart

3. RESULTS AND DISCUSSION

3.1 Relevant Sources

This research bases its arguments on a variety of relevant literature in the field of marketing communication and consumer behavior. Crichton-Fock et al. (2023) show that product label design, such as wine, can influence consumer perception through complex sensory experiences, especially in multisensory contexts. Furthermore, research by Naranjo-Guevara et al. (2023) found that visual elements such as images of known ingredients or transparent windows on packaging are able to reduce disgust towards insect-based foods, thereby increasing the perception of food safety.

In addition, Huang et al. (2023) emphasize the role of communication languages in marketing, which influences consumer purchase intent through the mediating effects of emotions and presence. Gan and Tsai (2021) also provide insight into how new technologies, such as analytics-based interactive advertising

Big data, can create different emotional experiences for consumers. Furthermore, Wooley et al. (2022) stated that visual elements, such as size and brightness in video ads, significantly contribute to consumer visual attention. In the context of more advanced technologies, Geng (2022) explores the potential of virtual reality (VR) as an advertising medium that enables interactive and immersive experiences, offering great opportunities for innovation in marketing communications.

Through this various literature, this research underscores the importance of visual, linguistic, and technological elements in creating a more effective marketing experience that is relevant to modern consumer behavior.

3.2 Relevant Authors

The authors who are references in this study have made important contributions to the understanding of marketing communication and consumer behavior. Here is a list of authors who have contributed significantly to research relevant to this topic:

Author	h_index	g_index	TC	NP	PY_start
Liu Y	5	9	97	9	2010
Chen Y	5	8	100	8	2010
Liu J	4	8	307	8	2013
J Boxes	7	7	203	7	2009
Chen G	5	7	158	7	2009
Li S	3	7	51	7	2010
Zhang C	4	6	40	7	2014

Table 2. Most Relevant Authors

Crichton-Fock et al. (2023) show how product label design can create complex multisensory experiences, which is particularly relevant in enhancing product appeal. Furthermore, Naranjo-Guevara et al. (2023) emphasized the importance of visual elements on packaging in reducing disgust towards insect-based foods and increasing the perception of food safety.

Huang et al. (2023) explain that the language of marketing communication has a great influence on consumers' purchase intentions, especially through the emotional experiences generated. Gan and Tsai (2021) investigate the use of new technologies, such as big data-driven interactive advertising, to create unique and personalized emotional experiences for consumers. Wooley et al. (2022) provide insights into the importance of visual elements, such as size and brightness, in capturing consumers' attention through video advertising. Finally, Geng (2022) explores the potential of virtual reality (VR) technology-based advertising to create immersive and interactive experiences, which could expand the reach of modern marketing.

The authors' contributions are an important basis for understanding how visual, linguistic, and technological elements can effectively influence consumer behavior, thus supporting the findings in this study.

4. CONCLUSION

4.1 Conclusion

The conclusions of this study provide valuable insights into how visual design and marketing communication can play an important role in shaping consumer preferences and behaviors towards brands and products being marketed. The findings suggest that well-designed elements of marketing communication, both visually and linguistically, can significantly influence consumer attention, perception, and purchase intent.

By leveraging new technologies and deepening their understanding of consumer psychology, marketers can develop more innovative and effective marketing strategies to build strong brand equity and high customer loyalty, especially in an increasingly competitive business environment. The insights from this study are expected to provide valuable guidance for practitioners and academics in strategically integrating visual design and marketing communications as part of a holistic marketing approach.

4.2 Future Research Agenda

The study has several limitations that provide opportunities for further research. First, the study focused on a literature review to identify the influence of visual design and marketing communications, but did not include empirical or experimental analysis. Therefore, future research can focus on the collection and analysis of primary data to empirically test the relationship between elements of marketing communication and consumer behavior.

Second, the study covers a variety of different industry contexts, but does not specifically address contextual differences that might affect the effectiveness of marketing communication strategies. Therefore, further research can examine how visual design and communication influence a specific industry or product category.

Third, the study did not include longitudinal analyses that could provide insight into how marketing communication strategies may change over time in response to changing consumer preferences and market environments. Therefore, future research may investigate the long-term dynamics of the influence of marketing communication on consumer behavior.

So that from some of these limitations, it is found that there are several agendas that can be carried out in future research later in the context of visual communication design, consumer choice and products chosen by consumers from a certain business represented in table 3.

Topic	Potential Research Questions
Visual Communication Design with a Business	<ul style="list-style-type: none"> • What is the role of visual communication design in the business world? • Can the contribution of visual communication design encourage the development/growth of a business? • How can visual communication design be implemented in businesses that are currently running?
Visual Communication Design with Business Brands/Products	<ul style="list-style-type: none"> • What type of design is suitable for marketing a business Brand/Product? • Is the design of a Brand/Product very important in a business?
Visual Communication Design with Consumer Choices regarding a Brand/Product	<ul style="list-style-type: none"> • Does the design of a Brand/Product significantly influence consumers in determining their choices? • What kind of design do consumers look at when they choose a Brand/Product? • What kind of influence does the field of visual communication design provide on consumer Brand/Product choices? • What are the benefits of implementing visual communication design concepts on a Brand/Product so that it is chosen by consumers?

Table 3. Future Research Agenda

Based on the contents of the table of future research agendas, starting from the first topic, namely "Visual Communication Design with a Business", there are a number of research opportunities that can be further developed, especially in exploring how visual communication design contributes to the internal and strategic aspects of a business. Research can focus on the role of visual communication design as an element that supports organizational structure, strengthens internal communication, and helps create a consistent corporate identity across various lines of business. Future research may also highlight how visual communication design can be used to clarify a company's vision, mission, and values, making it easier to manage a brand across the board. In addition, the focus can be directed to the study of the application of visual design to support the development of corporate communication materials, such as annual reports, business presentations, and digital assets, so as to create a professional impression and high credibility in business relations.

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Another aspect that is also important to explore is how visual communication design can be integrated into the overall business strategy, such as in building relationships with business partners, investors, or in the process of negotiations between companies. By understanding this potential, companies can optimize visual communication design as a strategic tool to strengthen their position in the market and increase their attractiveness as a trusted partner.

On the second topic "Visual Communication Design with Brands/Business Products", future research has a great opportunity to explore different types of designs that can be used effectively in brand or business product marketing. This research can focus on how certain design elements, such as unique and consistent illustration styles, can serve as strategic tools in reinforcing the visual identity of a brand or product. This study can also include an analysis of how these elements affect brand perception in the market as well as how they can be used to differentiate products from competitors. Further, research can look at the role of corporate symbols or other distinctive visual elements, such as logos and color palettes, that are designed to represent the unique value and character of a product or brand. These symbols not only serve as identification, but also as a means to create a deep impression of the quality and personality of the brand or product. Thus, this study can provide insight into how visual communication design can be applied to create aesthetic appeal while reflecting the brand's philosophy. Additionally, future research may highlight the importance of visual communication design in crafting more effective marketing strategies. This focus includes how different types of designs can be used to support new product launches, build appeal in specific markets, or strengthen the overall brand image. By understanding the vital role of visual communication design in the context of brand and business products, companies can be more directed in creating visual elements that are not only relevant to the product identity, but also able to have a long-term impact on strengthening the brand's position in the market.

Finally, for the third topic, namely "Visual Communication Design with Consumer Choice of a Brand/Product", future research can provide in-depth insights into how design elements affect consumer decision-making processes. This study can focus on the influence of packaging design, logos, and advertisements on consumer perception of a product or brand, as well as how these elements can encourage consumers to choose a particular product over competitors. Packaging design, for example, can be explored as a visual element that serves not only to protect the product, but also to attract the attention of consumers on the sales shelf. The choice of colors, typography, and layout on packaging can play an important role in building a positive first impression and creating a strong visual appeal. Additionally, research can include how innovative and aesthetic packaging design can enhance the value of product perception in the eyes of consumers. Logos, as one of the main elements of a brand's identity, are also relevant subjects to analyze. Research can highlight how a simple yet effective logo can help consumers recognize and remember a brand more easily, as well as how the design of a particular logo affects the emotional association and level of consumer trust in the brand or product. Visual advertising, both in print and digital form, can also be the focus of the study. Elements such as well-designed layouts, illustrations, and visual narratives can influence consumers' emotions and perceptions, thereby increasing their likelihood of choosing the product. The study can also explore the effectiveness of different types of ad design in influencing consumer decisions, such as minimalist ads versus ads full of visual elements. By investigating these issues, future research could provide a better understanding of how visual communication design can be used to influence consumer choices, as well as provide guidance for companies to develop more effective visual strategies in capturing attention and winning consumer preferences.

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