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Effects of brand visual identity on consumer attitude: A Systematic Literature Review

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ADMINISTRATIVE INFORMATION

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Amendments - This protocol was registered with the International Platform of Registered Systematic Review and Meta-Analysis Protocols (INPLASY) on 11 May 2024 and was last updated on 11 May 2024.

INTRODUCTION

Review question / Objective Thirty-four studies were eligible, analyzing consumers' perceptions of various core elements of brand visual identity (BVI) (such as brand logo, color, name, typography, and font), as well as the impact of brand visual identity on consumer attitudes and Practical implications of brand management.

1. What are the preference for element of visual identity ?
2. What impact do visual identity elements have on consumer perception?
3. What impact do visual identity elements have on consumer attitudes?

Rationale Corporate image is a broad term that refers to "the set of meanings by which an object allows itself to be understood and allows people to describe, remember and relate to it". Visual identity is an important part of corporate image.

Corporate visual identity is the domain of designers, while corporate identity is the domain of organizational theorists. Since the 1960s, the main terms of visual identity include visual identity, corporate visual identity and brand visual identity. Defined as "all symbolic and graphic elements that express the essence of an organization or brand", it can be regarded as a symbolic element in a corporate image portfolio[10]. Brand visual identity usually contains basic elements such as name, logo, color, typography and slogan, which defines the overall visual style of the brand. Most previous studies have studied brand visual identity from the perspective of business management. The research also extends to the impact of visual identity on various areas such as city branding, employee satisfaction and architecture as well as the impact of visual identity on user-generated branding, corporate branding and destination branding. Research shows that it can ensure management brand consistency and visual consistency. Through the reshaping of visual

identity, we can sort out a good image for companies and enterprises and enhance corporate reputation.

Condition being studied In recent years, there has been a significant increase in research on brand visual identity, consumer perception, and consumer attitudes. Consumers' perception of visual identity lays the basic impression of the brand's visual image. Many research papers mention perceptual fluency of visual elements, explaining how visual identity elements are perceived by individuals, and how this perception affects consumer attitudes and brand development. Research shows that visual identity is a key factor in shaping consumers' attitudes towards a company. The consistency of color logos helps establish brand associations and affects consumers' brand perception. Logos and slogans have a significant impact on consumers' attention and perceptions, especially strategically ambiguous slogans. Brand visual elements, such as logos and fonts, influence brand recognition and consumer memory, thereby shaping consumers' attitudes towards the brand. These findings expand the understanding of the impact of visual identity on brands.

In summary, brand visual identity plays a crucial role in shaping consumer perceptions, emotions, and behaviors. Elements such as brand logo, color, name, layout design, font and other visual components have been proven to significantly affect brand satisfaction, loyalty, favorability, awareness and other consumer attitudes, as well as purchase intention and social attitude. Understanding the impact of brand visual identity on consumer attitudes is critical for marketers and brand managers to effectively manage and leverage these visual elements to create positive consumer experiences and perceptions.

Previous studies on organizational-level visual identity literature review and discuss the main concepts, themes, and assumptions in organizational-level visual identity. Therefore, this study aims to gain an in-depth understanding of the impact of brand visual identity on consumer attitudes and behavioral outcomes toward the brand through a systematic literature review. Based on the purpose of this study related to BVI analysis, the following research questions were formulated.

METHODS

Search strategy We used a comprehensive approach to search for articles related to our research topic. First, we used four electronic databases including Web of Sciences, PubMed,

Taylor & Francis Online, and Scopus to conduct searches. The search strategy was based on recommendations from previous relevant reviews and was guided by experienced librarians and academics. We used the following terms and operators for the abstract search: (brand visual identity OR Corporate visual identity OR visual identity OR brand visual OR logo) AND (consumer perception OR Consumer cognition OR Consumer conception OR Consumer experience OR consumer attitude OR perception OR attitude). To identify studies that might be included in this systematic review, we carefully reviewed relevant review articles published before April 16, 2024. We then conducted an extensive search of all identified articles, utilizing Google Scholar and reference lists to ensure that no relevant articles were missed. In addition, we screened the reference lists of all identified articles for any publications that the initial computer search failed to detect. We ensured comprehensive coverage of the field and minimized possible biases and omissions.

As shown in Figure 1, the database provides 538 documents, and we obtained another 21 papers through references and Google Scholar. After uploading the search results to Zotero (version X3.8) citation management software, duplicates were removed, leaving 525 unique records. All titles and abstracts obtained through the search strategy for these records were reviewed for eligibility. Excluded were 403 documents that were irrelevant to the design, Review, meta-analysis, thesis, conference, experiment, meeting, patent book chapter, etc., as well as incomplete English data. After excluding 59 articles that did not involve brand visual identity, brand packaging, environmental design identity, and face visual recognition, we had 63 documents deemed suitable for full-text review. After a thorough review of all texts, 37 documents that did not address visual design perceptions, were not quantitative, and did not include consumer attitudes and behaviors were excluded. 34 studies based on brand visual identity elements and consumer attitudes were included in the final analysis.

Participant or population Young people; college students; brand consumer.

Intervention All elements of brand visual identity (BVI) included in brand logo, color, name, typography, and typeface.

Comparator Brand visual identity.

Study designs to be included Systematic review.

Eligibility criteria A total of 5 criteria were developed to identify relevant studies. To be included in the review, (1) the article must be written in English (2) and published in a peer-reviewed academic journal; (3) the research must have a visual design perspective; (4) the research must involve consumers as participants; (5) Research results should include measurement of outcome data on consumer attitudes or behaviors toward the brand. Full coding guidelines on selection criteria and screening procedures are available in the technical report (SOM – Appendix C). The entire study excludes research objects that do not involve visual design and measurements that are not from a consumer perspective.

Information sources Web of Sciences, Proquest, Scopus, and Elsevier.

Main outcome(s) A list of all 34 studies included in the SLR is provided in Supplementary Table S1. This section is divided into three subsections: General details and study design – Section 3.1; Validated research hypotheses and data analysis – Section 3.2; Results and managerial implications – Section 3.3

3.1 General details and study design

This SLR includes 34 studies published from 2011 to 2024. Table 3 lists the authors' general information related to publication year, research tools, research methods, independent variables, mediating variables and dependent variables, sample population and visual identification elements. Among them, there will be 6 items in 2019 and 5 items in 2023, which is the largest number. In terms of research methods, there are 13 surveys and 21 experiments. Study samples ranged from to 26,755 respondents. Sample sizes were distributed as follows: less than 200 respondents (8 studies), 200-300 respondents (3 studies), 300-400 respondents (4 studies), 400-500 respondents (7 studies), 500-1000 respondents (8 studies) and over 1000 respondents (4 studies).

One of the independent variables is about consumer power state, and the other 33 items are visual recognition elements. 12 of the studies include two or more items such as Logo(shape), Typography, color, typeface, taglines, imagery, Graphic icon, etc. Related research on visual identity elements. 22 studies on the characteristics of single visual recognition elements, among which the shape of logo (angle, circle), complexity, Naturalness, combination and redesign have the most research. There are 15 items. This is followed by research on brand color perception and association.

Intermediate variables are more related to consumer perception, such as perceived deliciousness and health of food, brand status, sense of authenticity, perceived conspicuousness, perceived sustainability, perceived credibility, competition and warmth, brand gender.

Additional outcome(s) The results show that the consumption of visual identification elements affects consumers' perceived brand quality, brand personality, brand satisfaction, loyalty, favorability, etc., as well as purchase intentions and social attitudes. In summary, the findings indicate that brand visual identity elements impact consumer perceptions and attitudes. However, despite some progress, more research is needed to reach more definite and robust conclusions.

Quality assessment / Risk of bias analysis The Joanna Briggs Institute critically appraised the collected studies using a checklist to assess the quality of the studies (see Table 1). The Institute is an international membership-based research and development organization within the Faculty of Health Sciences at the University of Adelaide. The JBI critical appraisal tool was used to assess the quality of studies selected for systematic review. In this systematic review, the quality of the studies was assessed through 10 questions, with possible answers to each question being yes, no, unclear, or not applicable. Additionally, explanations for each question are provided to allow for a proper evaluation of the study.

Strategy of data synthesis Throughout the implementation of the systematic review, the Preferred Reporting Items for Systematic Reviews (PRISMA) guidelines were strictly followed. The PRISMA checklist can be found in the Supplementary Online Materials (SOM – Appendix A). It consists of four consecutive steps: (1) identification, (2) screening, (3) qualification, and (4) data capture [52]. 2.1 Search strategy; 2.2 Eligibility Criteria; 2.3 Data extraction; 2.4 Study quality assessment; 2.5 Methodological quality. Data capture includes data extraction and quality assessment.

The database provides 538 documents, and we obtained another 21 papers through references and Google Scholar. After uploading the search results to Zotero (version X3.8) citation management software, duplicates were removed, leaving 525 unique records. All titles and abstracts obtained through the search strategy for these records were reviewed for eligibility. Excluded were 403 documents irrelevant to the design, Review, meta-analysis, thesis, conference, experiment,

meeting, patent book chapter, etc., and incomplete English data. After excluding 59 articles that did not involve brand visual identity, packaging, environmental design identity, and face visual recognition, we had 63 documents deemed suitable for full-text Review. After a thorough review of all texts, 37 documents that did not address visual design perceptions, were not quantitative, and did not contain consumer attitudes and behaviors were excluded. 34 studies based on brand visual identity elements and consumer attitudes were included in the final analysis.

Subgroup analysis None.

Sensitivity analysis None.

Language restriction English.

Country(ies) involved China.

Other relevant information Funding: This research received no external funding. Institutional Review Board Statement: Not applicable. Informed Consent Statement: Not applicable. Informed Consent Statement: Not applicable. Data Availability Statement: The datasets generated and analyzed for this study can be requested by correspondence authors. Acknowledgments: The support of the Universidad Privada del Norte is gratefully acknowledged.

Keywords Brand visual identity; visual identity elements; consumer perception; consumer attitude.

Contributions of each author

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