

A Study on the Relationship between Brand Design Elements and Consumer Perception in Digital Media

Weixiong Gao

Department of Formative Convergence Arts, Hoseo University, Asan 31499,
Chungcheongnam-do Korea
weixiong_gao@126.com

Weiwei Yu

School Of Humanities and Art of Nanchang Institute of Technology, Nanchang
330009, Jiangxi, China
2006982501@nit.edu.cn

Jin Zhang*

School of Art and Design, East China University of Technology, Nanchang 330009,
Jiangxi, China
201060053@ecut.edu.cn

Abstract: In the era of digital media, the relationship between brand design elements and consumer cognition has become increasingly close and complex. This paper establishes the relationship between consumer cognition on the basis that brand cognition consists of brand image cognition and brand value cognition, and puts forward three hypotheses to construct a model of the relationship between brand design elements and consumer cognition, and completes the reliability test and validity test. The VI, BR, BP, and BS components of brand image design all significantly enhance brand awareness, with standard regression coefficients of 0.515, 0.502, 0.488, and 0.476, respectively. Within brand value perception, BL, BT, PQ, and PV significantly influence purchase intention, with standard regression coefficients of 0.465, 0.412, 0.345, and 0.287, respectively. Meanwhile, enhancing brand image is an effective way to improve the perception of brand value. Brand managers should pay comprehensive attention to brand image design elements, brand value perception and the intrinsic connection between the two, and enhance consumers' brand perception and purchase intention by optimizing the brand visual image, actively managing word-of-mouth, shaping the brand personality, and enhancing brand loyalty and other suggestions.

Keywords: Digital Media; Brand Image Design; Consumer Perception; Reliability Test; Validity Test

1. INTRODUCTION

Brand design elements play a crucial role in shaping consumer perception (Bhowmick, 2022). With the advancement of the current wave of digitization, brand design and communication have undergone

profound changes, and digital media have not only changed the way of information dissemination, but also reshaped consumers' cognitive patterns and purchasing behaviors (Ikpo Kobi, Okolo Victor, & Oranusi Ifeanyichukwu, 2020). A thorough analysis of the impact of brand design elements in digital media on consumer perception and purchase behavior is crucial for enterprises to formulate effective brand strategies and enhance market competitiveness. There is a close relationship between brand design elements in digital media and consumer perception (Jibran, ur Rehman, & Shaheen, 2020; Srivastava, Ramakanth, Akhila, & Gaikwad, 2022). The purpose of this paper is to explore this relationship in depth, analyze the importance of brand design in the era of digital media and its impact on consumer perception, as well as how this perception further influences consumers' purchase intention. This study proposes three hypotheses: H1 focuses on how brand design shapes perception, H2 explores how value perception promotes purchase intention, and H3 analyzes the impact of design on value perception. By analyzing the relationship between brand design and consumer psychology and behavior in digital media, this study aims to reveal the critical role of design in enhancing brand recognition, identity, and promoting purchases, providing theoretical and practical support for enterprises to build a strong brand image and consolidate their market position (Lubis, Setiyawan, & Mukhadiroh, 2019).

2. MODELING THE RELATIONSHIP BETWEEN BRAND DESIGN ELEMENTS AND CONSUMER PERCEPTION

2.1 Consumer Cognitive Relationship Model

This paper argues that brand cognition consists of brand image cognition and brand value cognition together, and the relationship model of consumer brand cognition is shown in Figure 1. Brand image design elements include visual image, brand personality, brand reputation, brand story (Kittur & Chatterjee, 2023). Brand visual image attracts consumers' attention through the clever use of visual elements such as color, shape and layout to form a preliminary brand impression. Brand personality design elements, on the other hand, establish an emotional connection with consumers through unique brand character. In addition, brand word-of-mouth has a significant impact on brand perception through its positive or negative communication. Brand storytelling can resonate with consumers and enhance the depth and breadth of brand perception by building an attractive brand narrative. The elements of brand value include perceived

quality, perceived value, brand trust, and loyalty (Shen, Lee, & Lin, 2020). Perceived quality is the quality impression after consumption experience; perceived value is the balance between benefits and costs; brand trust reduces concerns about purchase risks and enhances purchase confidence. Brand loyalty shows consumers' continued preference for a brand and repeat purchase behavior.

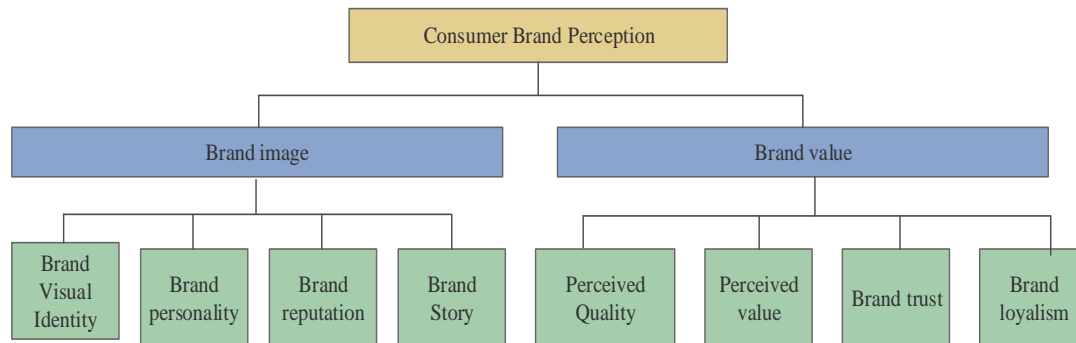


Figure 1: Consumer brand perception relationship model

2.2 Research Hypothesis and Theoretical Model

2.2.1 Hypothesis Formulation

In view of the ever-changing digital media environment, brand image design elements have become more and more diversified, covering multiple dimensions such as brand visual image, brand personality design, brand word-of-mouth, and brand storytelling. In recent years, many empirical studies have revealed that brands with excellent brand image design can enhance their brand recognition. The research conducted by Batool, S. and Iftikhar, M. revealed that visual metaphors in Pakistani television advertisements enhance the significance of visual elements in shaping brand image. After being exposed to advertisements containing visual metaphors, audiences' willingness to purchase significantly increased. By conveying the core values and personality of a brand in a creative manner, visual metaphors help build a distinctive and unforgettable brand image. This unique brand image design helps consumers to quickly recognize and remember a specific brand among many brands, forming a positive perception of the brand. In the age of digital media, the transmission of this emotional resonance has become even more rapid and widespread, further reinforcing the significant impact of brand image design elements on consumer brand perception (Batool, Iftikhar, & Mashal, 2020). Vinitha, V.U., and other scholars believe that visual brand image shapes the core of a brand. Through personalized design, it accurately conveys the brand's core values and personality, establishes a distinctive brand image, enhances brand recognition, stimulates purchase intention, and promotes brand

loyalty (Vinitha, Kumar, & Purani, 2021). Lee, Y., delved into consumer responses to the attributes of heated tobacco products, and particularly emphasized the moderating role of brand reputation in it. The article points out that brand reputation, as an intangible asset of a brand, can directly affect consumers' overall impression and trust of the brand. When a brand has a good reputation in the market, consumers are often more likely to have positive perceptions of the brand, believing that its products have higher quality, better performance and more reliable services. This positive brand perception not only enhances consumers' willingness to buy, but further consolidates the brand's image and status in consumers' minds (Lee, 2020). Chen, M. and his team pointed out that brand storytelling has become a powerful marketing tool, favored by large enterprises. It positively shapes the brand image, carries the brand's history and culture, inherits civilization, and becomes the key to connecting with consumer emotions in the digital era. A compelling brand story can enhance consumers' sense of identity and loyalty to the brand, thus improving brand perception (Chen, Chen, Wan, & Liu, 2021). After synthesizing the perspectives of the aforementioned researchers, this paper formulates the following hypothesis framework to explore the specific effects of brand image design elements on consumer perception in the digital media environment:

H1: In the digital media environment, the diverse elements of brand image design have a significant impact on consumers' brand perception.

Further breakdown leads us to hypothesize:

H1a: A brand's visual image design, as an intuitive and powerful means of communication, can significantly influence consumers' perception of the brand.

H1b: Brand personality design elements, by showcasing the brand's unique character and values, have a notable positive effect on consumers' brand perception.

H1c: Brand reputation, as a collective set of information disseminated among consumers, exerts a significant and non-negligible influence on potential consumers' brand perception.

H1d: Brand stories, as carriers of brand history and culture, significantly impact and shape consumers' brand perception through emotional resonance.

This paper defines brand value perception as consumers' subjective evaluation of a brand's deep-seated value, based on actual usage or anticipated experiences, which encompasses both perceived benefits and emotional connections. Scholars such as Merlino, V.M. have pointed out

that packaging is crucial in enhancing market competitiveness, particularly in the context of milk packaging, where they have analyzed consumer preferences towards different innovative strategies. The study employs the ordered logit model to explore consumer purchasing behaviors and preferences for milk products, thereby revealing the potential role of packaging innovation in shaping brand value perception. It was concluded that brands in the digital media environment can significantly enhance consumers' perceived quality of branded products through high quality visual design, interactive experience and content presentation, which in turn enhances their purchase intention (Merlino, Brun, Versino, & Blanc, 2020). Gu, J. explored how online consumers' trust and perceived value of a sports product affects their purchase intention, concluding that perceived value has a significant positive effect on consumers' purchase intention. Consumers are more inclined to make a purchase when they perceive a sports product to have a high perceived value (Gu & Encio, 2023). Arslan, Y. suggested that trust in functional foods may more strongly influence purchase intentions for consumers with a high level of health interest, and that brands, through consistent image communication, reliable messaging, and positive user interactions, can build and maintain consumers' trust, and this trust is an important factor contributing to consumers' purchase intention (Arslan, 2020). Purnomo, B.R. and Dg, I.O. conducted research on brand loyalty and found that by establishing high loyalty through loyalty programs, consistent communication, and high-quality products/services, brands can significantly enhance consumers' purchase intention. This is because brand loyalty not only reflects consumers' trust and satisfaction with the brand, but also the emotional bond between them and the brand, which further contributes to the formation of purchase decisions (Purnomo & DG, 2021). Based on the elaboration of the above research scholars, this paper proposes the following hypotheses:

H2: Perceived brand value elements in digital media have a significant effect on consumer purchase intention.

H2a: Perceived quality design elements have a significant effect on consumer purchase intention.

H2b: Perceived value design elements have a significant effect on consumer purchase intention.

H2c: brand trust design elements have a significant effect on consumer purchase intention.

H2d: brand loyalty design elements have a significant effect on consumer purchase intention.

Brand image and brand value are both related and different, and this

paper argues that consumers recognize and choose brands from brand image cognition and brand value cognition. Consumers are able to form a perception of the brand's characteristics based on the information they receive, and further increase the added value that the brand brings. Based on this reasoning, this paper argues that brand image perception has a certain influence on brand value perception. Therefore, hypothesis H3 is proposed: brand image design elements in digital media have a significant effect on brand value perception design elements.

2.2.2 Theoretical Modeling

Through the collation and study of related literature, this paper constructs a model of consumer brand cognition, arguing that consumer cognition consists of brand image and brand value together. On this basis, consumer purchase intention is introduced as the second dependent variable. When verifying hypothesis H1 and its sub-hypotheses, statistical methods are usually used to analyze the data, and regression analysis is used to test the relationship between brand image design elements, such as visual image, brand personality, brand word-of-mouth, brand story, and consumer brand cognition (Götz, Svanidze, Tissier, & Brand Duran, 2022). Hypothesis H2 and its sub-hypotheses are tested to examine the relationship between brand image design elements, such as perceived quality, perceived value, brand trust and brand loyalty, and consumers' purchase intention. The above model will be validated through the method of empirical research, and at the same time to investigate whether H3 brand image has a significant effect on brand value perception.

2.3 Reliability Test

In this paper, Cronbach's coefficient of concordance was used to examine the validity of the data, and the Cronbach's α values for all level 1 and level 2 variables were greater than the threshold of 0.70 considered acceptable for reliability (Saputri, 2023). Cronbach's alpha reliability analysis of the variables in the questionnaire was carried out using SPSS 17.0 and the results of the reliability test data are shown in Table 1. The Cronbach's α values of VI, BP, BR, BS, PQ, PV, and BT in the independent variables are 0.855, 0.856, 0.896, 0.840, 0.821, 0.863, and 0.854, respectively, which are significantly greater than 0.70, indicating that there is good internal consistency in the items asked by these independent variables. The Cronbach's α values for the dependent variables are 0.733, 0.930 and 0.922, which are also greater than 0.70, indicating that these

dependent variables ask for the same good internal consistency.

Table 1: Results of confidence test data

Variable	Variables	Cronbach's a
Independent Variable	Brand Visual Identity (VI)	0.855
	Brand personality (BP)	0.856
	Brand reputation (BR)	0.896
	Brand Story (BS)	0.840
	Perceived Quality (PQ)	0.821
	Perceived Value (PV)	0.863
	Brand Trust (BT)	0.854
	Brand Loyalty (BL)	0.733
Dependent Variable	Consumer brand awareness (BIC)	0.930
	Consumer Purchase Intention (PPI)	0.922

2.4 Validity Test

In this paper, factor analysis is utilized to validate the model of consumer brand perception, and to ensure the validity of each measure, each measure is required to have significant factor loadings (Hutama & Syafaruddin, 2023). Table 2 shows the KMO and Bartlett's test values, the KMO value is 0.985, which is greater than 0.5, indicating that it is suitable for factor analysis, and the chi-square value of Bartlett's test of sphericity is 5884.219, and the sig value is 0.000, which is significant, indicating that the data are relevant. It indicates that it is suitable for factor analysis of brand image design elements and brand value perception elements.

Table 2: KMO and Bartlett's test values

KMO Sample Measure	Indicator	0.985
Bartlett's Test of Sphericity	Approximate chi-square value	5884.219
	Degree of Freedom	190
	Sig	0.000

3. VERIFICATION OF THE RELATIONSHIP BETWEEN BRAND DESIGN ELEMENTS AND CONSUMER PERCEPTION

In this chapter, for the theoretical model and related hypotheses of the influence of brand cognition on the relationship between brand design elements and consumer cognition, as well as consumer purchase intention, SPSS17.0 is used to conduct corresponding mathematical and statistical analyses of the variables, and the hypotheses are verified.

3.1 Correlation Analysis Between Variables

Table 3 shows the correlation analysis matrix between the variables. The mean values of the four brand image design elements, brand visual image VI, brand personality BP, brand word of mouth BR and brand story BS, are all in the range of 4.424-4.736, and the standard deviations are in the range of 0.8558 to 0.9559, which indicates that the distribution of the sample data on the relationship between the brand design elements and the consumer's cognition is relatively centralized in these variables, the has a certain degree of representativeness. There is a significant positive correlation between these four brand image design elements VI, BP, BR, BS and consumer brand cognition BIC, with correlation coefficients of 0.851, 0.835, 0.849, and 0.817, respectively, and all of them are significant at the 0.01 level. This preliminarily verifies hypothesis H1 that brand image design elements in digital media have a significant impact on consumer brand perception. Overall, the initial coming tentatively supports the establishment of hypothesis H1 and its sub-hypotheses. Brand image design elements have a significant role in enhancing consumer brand perception, especially the elements of brand visual image and brand visual image.

Table 3: Correlation analysis matrix between variables

Variables	Mean	Standard Deviation	VI	BP	BR	BS	BIC
Brand Visual Identity (Vi)	4.561	0.8912	1.000	-	-	-	-
Brand Personality (BP)	4.698	0.9233	0.789**	1.000	-	-	-
Brand Reputation (BR)	4.424	0.8558	0.765**	0.754**	1.000	-	-
Brand Story (Bs)	4.584	0.9004	0.792**	0.773**	0.768**	1.000	-
Consumer Brand Perception (BIC)	4.736	0.9559	0.851**	0.835**	0.849**	0.817**	1.000

Note: **Significantly correlated at the 0.01 level (bilateral)

In order to test hypothesis H2 and its sub-hypotheses more comprehensively, the correlation analysis matrix and the mean and standard deviation between the variables are shown in Table 4. It can be seen that there is a significant positive correlation between PQ, PV, BT,

BL and PPI. Among them, the correlation coefficient between perceived quality and purchase intention is 0.809, which indicates that perceived quality is the consumers' intuitive feeling about the quality of brand products or services, and is the basis of brand value. The correlation coefficient between perceived value and willingness to buy is 0.789, indicating that perceived value reflects the cost-effectiveness and sense of fulfillment felt by consumers when purchasing brand products or services. The correlation coefficient between brand trust and willingness to buy is 0.826, and the correlation coefficient between brand loyalty and willingness to buy is 0.889, both of which are significant at the 0.01 level. This indicates that the cognitive elements of brand value in digital media have a significant effect on consumers' purchase intention, verifying the preliminary establishment of hypothesis H2 and its sub-hypotheses.

Table 4: Correlation Analysis Matrix and Mean and Standard Deviation Between Variables

Variables	Mean	Standard Deviation	PQ	PV	BT	BL	PPI
Perceived Quality (PQ)	4.258	0.8478	1.00	-	-	-	-
Perceived Value (PV)	3.969	0.7695	0.751**	1.000	-	-	-
Brand Trust (BT)	4.102	0.9474	0.684**	0.701**	1.00	-	-
Brand Loyalty (BL)	4.338	0.6223	0.723**	0.652**	0.854**	1.000	-
Consumer Purchase Intention (PPI)	3.814	0.5114	0.809**	0.789**	0.826**	0.889**	1.000

Note: ** Significantly correlated bilaterally at the 0.01 level.

3.2 Multiple Regression Analysis

3.2.1 Impact of Brand Image Design on Consumer Brand Perception

The results of regression analysis are shown in Table 5. It can be seen that the regression equation F value is significant, brand visual image VI, brand personality BP, brand word of mouth BR and brand story BS, and consumer brand perception BIC) regression coefficients are significant at the level of $p=0.01$, Sig value <0.05 , regression coefficients are greater than

0, which indicates that the regression equation as a whole is significant. That is, there is a linear relationship between these brand design elements and consumer perception. The adjusted coefficient of determination R^2 is 0.788, which means that these brand visual image VI, brand personality BP, brand word-of-mouth BR and brand story BS, the four independent variables are able to explain 78.8% of the variation in consumer perception. Explaining most of the variation in the dependent variables, the model fit is good and the importance of brand design elements in shaping consumer perceptions. The standard regression coefficient of BP is 0.515, indicating that visual elements such as brand logo, color, font and pattern have a more important role in influencing consumers' brand perception. This is followed by brand word-of-mouth BR with a standardized regression coefficient of 0.502. This suggests that the design and communication of a brand's visual identity may be the most critical in enhancing consumer perception, the sum total of what consumers say about a brand, including user reviews, mentions on social media, and online ratings. In the age of digital media, word-of-mouth spreads faster and has a greater impact on brand image. Next is the construction and dissemination of brand word-of-mouth, followed by the creation of brand personality and brand story consciousness image although slightly lower. But it still shows a significant impact on consumer perception, and the results of multiple regression analysis support hypothesis 1 proposed above.

Table 5: Results of regression analysis

Independent Variables (Brand Design Elements)	F	Sig.	R	Adjusted R^2	Standardized Regression Coefficient	t
Brand Visual Identity (VI)	25.67	0.000	0.891	0.788	0.515	3.567
Brand Personality (BP)	30.25	0.000	-	-	0.488	4.123
Brand Reputation (BR)	22.14	0.000	-	-	0.502	3.145
Brand Story (BS)	27.89	0.000	-	-	0.476	3.890

3.2.2 Analysis of the Influence of Brand Value Perception Elements on Consumers' Purchase Intention

Table 6 shows the regression analysis of brand perception elements on elemental purchase intention, the data can be seen that brand value perception has a significant effect on the dependent variable of consumer purchase intention. The F-values ranged from 12.45 to 15.67, all of which reached a significance level of 0.001 to 0.003, indicating that there is a

significant linear relationship between the independent and dependent variables in the model. The adjusted R^2 is 0.766, indicating that after considering the number of independent variables, these four dimensions of brand value perception can explain 76.6% of the variation in consumers' purchase intention, and the model in this paper has a good explanatory ability for the dependent variable. In-depth analysis can be found that the standard regression coefficient between brand loyalty BL and consumer purchase intention is the highest, at 0.465, indicating that consumers' continued preference for the brand and repeated purchase behavior are the highest level of brand value perception. The standard regression coefficient between brand trust BT and consumer purchase intention is also high at 0.412, indicating that the degree of consumer trust in the brand is a reflection of the brand's good image and reputation accumulated over time. In summary, brand value perception and its various dimensional variables have a significant impact on consumer purchase intention, and the intensity of the role of each variable varies. Among them, brand loyalty BL has the strongest influence on consumers' purchase intention, followed by brand trust BT, and perceived quality PQ and perceived value PV also show significant positive influence, and the results of multiple regression analysis support hypothesis 2 proposed above.

Table 6: Regression analysis of brand perception elements on element purchase intention

Dependent Variables (Brand Value Dimensions)	F	Sig.	R	Adjusted R^2	Standardized Regression Coefficient	t
Perceived Quality (PQ)	12.45	0.001	0.841	0.766	0.345	2.567
Perceived Value (PV)	9.87	0.002	-	-	0.287	2.134
Brand Trust (BT)	15.67	0.000	-	-	0.412	3.021
Brand Loyalty (BL)	8.54	0.003	-	-	0.465	1.987

3.3 Analysis of the Influence of Brand Image on Brand Value Perception

The regression of brand image on brand value perception is shown in Table 7, the F-value of the regression equation reaches 529.621 and it corresponds to a significance level Sig. of 0.001. This value is well below the 0.05 significance level criterion, which proves that the overall regression effect of the model is very significant, indicating that there is a clear linear relationship between brand image perception and brand value perception. The adjusted R-squared value is 0.651, and this figure indicates that brand

image perception explains 65.1% of the variance in brand value perception, and the model fit is good. Meanwhile, the standardized regression coefficient is 0.629, and the t-value is as high as 24.158, and these values further support the fact that brand image perception has a significant and positive effect on brand value perception. The results of regression analysis verified hypothesis 3 that brand image perception has a significant and positive influence on brand value perception.

Table 7: Regression of brand image on brand value perception

Independent Variables	F	Sig.	R	Adjusted R²	Standardized Regression Coefficient	t
brand image	529.621	0.001	0.741	0.651	0.629	24.158

4. DISCUSSION

4.1 Analysis of Brand Image Design Elements on Consumer Brand Perception

The design elements of brand image significantly impact consumer perception. Elements such as VI, BP, BR, and BS are statistically significant at $p < 0.01$, indicating a linear relationship with perception. Among them, VI has the greatest impact with a standardized regression coefficient of 0.515, followed by BR with a coefficient of 0.502. Brand recall and brand stories also play crucial roles. Therefore, enterprises should regularly evaluate and optimize visual elements such as logo, color, font and pattern of the brand, and by optimizing the brand design elements, it can effectively enhance the initial cognition and goodwill of consumers towards the brand, and lay the groundwork for the establishment of an in-depth By optimizing the brand design elements, it can effectively enhance consumers' initial cognition and favorable impression of the brand and lay the foundation for establishing in-depth brand value cognition. Simultaneously, brand managers ought to devise a comprehensive word-of-mouth management framework that encompasses overseeing social media avenues, online evaluation platforms, and various other consumer feedback channels. This framework should leverage positive word-of-mouth communication as a means to amplify brand recognition and stimulate purchase intentions among target audiences.

4.2 Analysis of Brand Value Perception Elements on Consumer Purchase Intention

The elements that contribute to brand value perception exert a notable

influence on the willingness of consumers to make a purchase. In particular, the statistical significance of PQ, PV, Pin BT, and BL is demonstrated by their F-values, ranging from 0.001 to 0.003. Among these elements, BL exhibits the strongest correlation with consumer purchase intention, as evidenced by its highest standardized regression coefficient of 0.465. Following closely behind is BT, which also displays a strong link with purchase intention, boasting a standardized regression coefficient of 0.412. The standardized regression coefficients of PQ and PV are 0.345 and 0.287, respectively. Brand managers should design and implement loyalty programs that such as membership systems, point rewards, and exclusive offers to motivate consumers' continued preference and repeat purchase behavior. At the same time, brand managers should ensure the quality of products and services, and build and maintain brand trust through high-quality advertising and marketing content and reliable customer service.

4.3 Analysis of Brand Image on Brand Value Perception

Brand image significantly influences brand value perception, with an F-value of 529.621 and a Sig-value of 0.001, which is far below the typical statistical significance threshold of 0.05, indicating a highly significant impact. That is, enhancing brand image is an effective way to enhance brand value perception. Brand image is the foundation of brand value cognition, and a good brand image can enhance consumers' overall evaluation of the brand, and then enhance brand value cognition. By focusing on improving brand visual image, actively managing and optimizing brand word-of-mouth, shaping unique brand personality and telling attractive brand stories, brand managers can effectively enhance consumers' brand awareness and purchase intention. The implementation of these strategies will help enhance brand value perception and lay a solid foundation for the long-term development of the brand.

5. CONCLUSION

Brand image design elements have a significant effect on consumer brand perception, with a standard regression coefficient of 0.515 for brand visual image VI and 0.502 for brand word-of-mouth BR. The standardized regression coefficients of brand personality BP and brand story BS are 0.488 and 0.476 respectively, and brand managers should focus on enhancing brand visual image, actively managing word-of-mouth, shaping

a unique brand personality, and telling an attractive brand story to enhance consumer brand perception. Brand visual image is a key factor in shaping consumer brand perception, and the standard regression coefficient of brand visual image VI is 0.515, which is the most influential factor on consumer brand perception among all design elements. Visual elements of a brand such as logo, colors, fonts and patterns play a key role in shaping consumer brand perception. Brand loyalty is a core element in enhancing consumer purchase intention. The standardized regression coefficient of brand loyalty BL is 0.465, which is the most influential factor on purchase intention among all elements, and brand managers should pay attention to word-of-mouth marketing to actively enhance brand loyalty.

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