
THE INFLUENCE OF VISUAL AESTHETICS ON CONSUMER BUYING BEHAVIOUR: THE ROLE OF DESIGN IN DRIVING PURCHASE DECISIONS

***A. Sandhya**

Assistant prof of Commerce, Badruka College of Commerce & Arts, Hyderabad.

Article Received: 18 May 2026, Article Revised: 6 June 2026, Published on: 26 June 2026

***Corresponding Author: A. Sandhya**

Assistant prof of Commerce, Badruka College of Commerce & Arts, Hyderabad.

Doi: <https://doi-doi.org/101555/ijarp.2079>

ABSTRACT

This study focuses on understanding the role of visual aesthetics in influencing consumer buying behaviour, with particular emphasis on design elements such as colour, packaging, typography, and overall product presentation. In today's highly competitive market, where consumers are exposed to a wide variety of choices, visual appeal has become a key factor in shaping first impressions and purchase decisions. The research aims to analyze how these visual elements impact consumer perception, brand image, and buying behaviour, as well as how they contribute to differentiating original brands from imitation products. The study is based on primary data collected through a structured questionnaire administered to a sample of 60 respondents from different age groups and occupational backgrounds. Various statistical tools, including percentage analysis and the Chi-Square test, have been used to interpret the data and examine relationships between variables such as age, buying behaviour, and perception of design elements. The research also explores consumer awareness regarding imitation products and how visual similarity influences their purchasing decisions. Overall, the study concludes that visual aesthetics is not merely a decorative aspect but a powerful marketing tool that affects consumer perception, builds brand identity, and drives purchase decisions, highlighting the need for businesses to invest in strong and distinctive design strategies to remain competitive and reduce the risk of imitation while providing useful insights for marketers, designers, and businesses to better understand consumer preferences and enhance their branding efforts.

KEYWORDS: Visual Aesthetics, Consumer Behaviour, Packaging, Brand Image, Purchase Decision, Product Design, Imitation Product

1.1 INTRODUCTION

In today's competitive marketplace, consumers are exposed to countless products and brands competing for attention. As a result, purchase decisions are not based only on price or functional features but also on visual design. Elements such as colour schemes, packaging style, logos, typography, and overall presentation create the first impression of a brand. This initial visual impact often determines whether a consumer feels attracted to a product or ignores it altogether.

The concept of "Design that Sells" highlights the growing importance of visual aesthetics in marketing and branding. Design is no longer limited to decoration; it serves as a communication tool that conveys messages about quality, reliability, lifestyle, and emotional value. In both physical retail spaces and online platforms, consumers frequently make quick judgments based on appearance. Therefore, visual appeal becomes a powerful factor influencing purchase intention.

Consumer buying behaviour is shaped by a combination of rational thinking and emotional responses. While price, need, and product performance remain important, visual elements often trigger immediate emotional reactions. Attractive packaging and thoughtfully designed logos can enhance perceived value, trust, and brand familiarity. Conversely, poorly executed design may reduce credibility, even if the product itself performs well.

With increasing competition across industries, companies strategically invest in visual aesthetics to differentiate themselves. Colours are used to evoke specific emotions, packaging communicates quality and functionality, and logos build recognition and recall. Design styles such as minimalism, bold graphics, or innovative packaging formats are carefully selected to appeal to target audiences and strengthen brand positioning.

This study aims to examine how packaging, logo design, and overall visual aesthetics influence consumer buying behaviour. It emphasizes design as a strategic marketing tool rather than merely a decorative element. The findings are expected to provide valuable insights for marketers and designers, demonstrating that effective visual design can shape perception, build brand value, and ultimately drive sales.

1.2 Importance of the Study

This study highlights the growing influence of visual aesthetics on consumer buying behaviour. Visual elements such as packaging, logos, colours, and design create strong first impressions and shape purchase decisions. It shows that design is a strategic marketing tool that builds brand perception and trust. The study provides businesses and marketers with insights for developing effective branding and packaging strategies. It also helps designers understand consumer responses to visual elements and create appealing brand identities. From a consumer perspective, it explains how design influences decisions, often subconsciously. Academically, it contributes to research on consumer behaviour and the psychology of decision-making.

1.3 Need for the Study

The study is needed because consumers increasingly rely on visual cues when choosing among similar products. Elements such as packaging, colours, and logos significantly influence brand perception and purchase intentions. In today's information-rich environment, visual design often becomes the first point of interaction with a product. Changing consumer preferences and exposure to global brands have made consumers more visually aware and selective. Existing research focuses more on factors like price and promotion, leaving a gap in understanding the role of aesthetics. This study bridges that gap by examining the impact of visual design on buying behaviour. It also helps businesses create effective visual strategies that improve brand positioning and sales performance.

1.4 Scope of the Study

The study focuses on examining how visual aesthetics influence consumer buying behaviour and purchase decisions. It specifically analyses design elements such as packaging, colours, logos, and overall visual appeal. The research explores how these elements affect consumer perception, brand recognition, and trust. It provides useful insights for businesses and marketers in developing effective branding and packaging strategies. The study also benefits designers and brand managers by helping them understand consumer preferences and expectations.

1.2 Objectives

1. To study how visual design elements influence consumer buying behaviour.
2. To analyze the impact of visual design elements on consumers' perception of a brand.
3. To examine the effect of imitation brands on consumer purchase decisions.

www.ijarp.com

1.3 Research Methodology

The study uses a descriptive and analytical research design to understand how visual design elements influence consumer perception and buying behaviour. It mainly focuses on identifying patterns and connections between factors like colour, packaging, and typography in a real-world setting, without altering any variables. This approach helps in getting a clear and practical understanding of consumer responses.

Primary data is collected through a structured questionnaire, which includes simple and easy-to-answer questions to capture genuine consumer opinions about visual aesthetics and their purchasing decisions. Secondary data is also used from sources such as websites, research articles to provide background information and support the findings of the study.

The sample consists of 60 respondents from different age groups and backgrounds, ensuring a mix of perspectives. This variety helps in understanding how preferences may differ among consumers and gives a more balanced view of buying behaviour influenced by visual elements.

The collected data is analysed using percentage analysis, tables, graphs, and the Chi-Square test. Percentage analysis helps in identifying common trends, while tables and graphs make the data easier to understand. The Chi-Square test is used to find relationships between variables, making the results more reliable and meaningful. Overall, this method provides a clear and organised way to study the impact of visual aesthetics on consumer behaviour.

1.4 Limitations

- The study is based on a limited sample size, so the results may not represent all consumer groups and cannot be fully generalized.
- The research is restricted to a specific geographical area, which limits the applicability of the findings to other regions or markets.
- The study was conducted within a limited time period, which may have affected the depth of analysis and data collection.
- The research relies on questionnaire responses, which may be influenced by respondent bias, affecting the accuracy and reliability of the data.

1.5 Hypothesis

Null Hypothesis:

H01: There is no significant relationship between visual aesthetics and consumer buying behaviour.

H02: Packaging and logo design do not have a significant impact on consumers' perception of a brand.

H03: Visual design elements do not influence consumers' purchase decisions. Alternative Hypothesis:

H11: Visual aesthetics have a significant influence on consumer buying behaviour.

H12: Packaging and logo design have a significant impact on consumers' perception of a brand.

H13: Visual design elements influence consumers' purchase decisions.

To determine the extent to which visual aesthetics influence consumer behavior and brand memory, these hypotheses will be tested through systematic data collection and statistical analysis.

1. Belliza and Kusumawati (2024) The Influence of Visual Attributes in Packaging Design on Generation Z Dessert Snack Purchasing Decision

Belliza and Kusumawati (2024) looked at how the visual design of snack packaging influences the buying decisions of Generation Z consumers. Their research gathered responses from 422 young participants and focused on six design elements which were colour, typography, illustrations, photography, material, and shape. The findings showed that when packaging looks visually attractive, it builds a sense of quality in the consumer's mind, which then pushes them toward making a purchase. Colours and creative typography had the biggest impact on how good the product seemed, while eco friendly materials and interesting shapes also added to the overall appeal. Photography and the physical shape of the packaging had a softer influence compared to the other elements. What this study makes clear is that packaging design is not just about looking good but actually works as a silent way of telling consumers about the quality inside. For brands trying to reach younger audiences, putting real effort into the visual design of packaging is one of the most effective ways to drive interest and sales.

2. Li and Li (2022) The Influence of Design Aesthetics on Consumers Purchase Intention Toward Cultural and Creative Products

Li and Li (2022) explored how the visual appearance of cultural and creative products from the Palace Museum in China affects whether people want to buy them. The study found that www.ijarp.com

when a product is designed in a way that looks balanced, meaningful, and visually engaging, consumers naturally feel more drawn to it and see it as something worth buying. The emotional response triggered by good design plays a big role here because it makes the product feel more valuable and connected to something deeper, especially for people who feel a strong sense of cultural identity. Consumers who felt closely tied to their cultural roots responded even more positively to design elements that reflected those values. This tells us that for products in the cultural space, good visual design is not just decoration but a way of creating a real emotional bond with the buyer. The study points out that designers and marketers working with heritage or tradition based products should think carefully about how they use visuals to tell a story that connects with people on a personal level.

3. Riswanto, Kim, Williady, Ha and Kim (2025) How Visual Design in Dairy Packaging Affects Consumer Attention and Decision Making

This study was carried out by a team of researchers from Kyungsung University in Busan, South Korea, and it looked at how the visual design of dairy product packaging affects where consumers focus their attention and whether they feel like buying the product. The researchers used eye tracking technology along with surveys to observe exactly what parts of the packaging people looked at and for how long. Three types of milk packaging were compared including a standard design, an organic version, and one with colourful character themed illustrations. The results showed that the character themed packaging captured the most attention because of its bright visuals and the way the brand name was displayed prominently on the front. The brand name itself turned out to be the one element that consistently drew the eyes of consumers across all three packaging types. This study makes it clear that dairy brands cannot afford to treat packaging as an afterthought because the way a product looks on the shelf directly shapes whether a consumer picks it up or walks past it. Good visual design in this industry is a real business advantage.

4. Wang, Mustaffa and Mahbob (2025) The Influence of Visual Communication of Food Packaging Design on Consumer Perception and Purchasing Intentions

Wang, Mustaffa, and Mahbob (2025) conducted a wide review of existing research to understand how the visual elements used in food packaging communicate with consumers and shape their decisions. Their findings make a strong case that food packaging is far more than something that protects what is inside. It is actually one of the most direct ways a brand

speaks to its customers without using any words. The review found that elements like colour, shape, and imagery work together to create emotional and cognitive impressions that influence how consumers feel about a product before they even read the label. Packaging that is designed thoughtfully makes it easier for people to understand what the product is about and feel good about buying it. The researchers concluded that brands investing in strong visual packaging design are making a strategic decision that pays off in the form of better consumer trust, stronger purchase intent, and a more competitive position in the market.

5. Kumar and Thankachan (2025) Aesthetic of Consumption A Review of Sensory Branding and Visual Semiotics in Consumer Experience

Kumar and Thankachan (2025) reviewed research on how visual aesthetics connect with consumer behaviour through sensory branding and the study of signs and symbols. Their work highlights that today's consumers are not just looking for products that work well but also ones that feel engaging and meaningful on a sensory level. Visual elements like colour, texture, images, and symbols play a significant role in shaping how people remember a brand and how emotionally attached they become to it. The review also explains that the meaning of visual elements like colours can shift depending on cultural context, which means brands need to be thoughtful about how they design for different audiences. One of the key conclusions drawn by the authors is that the visual side of a product does not just affect the first impression but keeps working even after the product is in the consumer's hands. Strong and consistent visual design helps a brand stand out and builds the kind of recognition that keeps people coming back.

6. Wang and Jiang (2024) Exploring the Multisensory Attractiveness of Cosmetic Packaging

Wang and Jiang (2024) studied how both the look and the feel of cosmetic packaging work together to make a product more appealing. The research found that when visual elements like colour, graphics, and typography are carefully put together, they immediately draw attention and create a positive emotional response. Colour combinations that feel harmonious and designs with clear contrast were found to raise the perceived quality of the product significantly. The study went a step further by exploring how visual design works alongside tactile qualities like texture and the material of the packaging itself. When both the visual and physical experience

of a product feel well matched and thoughtfully designed, consumers are much more likely to feel confident about buying it. For brands in the cosmetics industry, this research suggests that packaging decisions should always consider how the product will look and feel together rather than thinking about these as separate concerns.

7. Journal of Business Research (2022) The Influence of Creative Packaging Design on Customer Motivation and Purchase Decisions

This study from the Journal of Business Research explored how creative packaging design shapes the motivation of consumers and their decision to buy. The research used optimal arousal theory as a foundation, which suggests that when people encounter something new and stimulating, it naturally draws them in and makes them want to engage further. Packaging creativity was understood not as a single trait but as a combination of how different a design looks from the usual and how relevant and fitting it still feels for the product. The findings confirmed that when packaging is both visually surprising and contextually appropriate, it sparks curiosity and a deeper level of interest in the consumer. This emotional response then translates into a stronger desire to purchase. What sets this study apart is that it looks at creative design as a whole system rather than picking apart individual elements like colour or font. The takeaway for marketers is clear which is that creativity in packaging pays off but only when it feels genuine and fitting for what is being sold.

8. Sun, Ding and Meng (2024) Unpacking the Influence of Visual Density on Pizza Packaging Sensory Expectations and Purchase Intentions

Sun, Ding, and Meng (2024) focused on a concept called visual density in packaging which refers to how many design elements are packed into the space on the package. Using pizza packaging as their test case, the researchers found that packaging with more visual elements made consumers expect a richer and more satisfying taste experience. Interestingly, when consumers expected more from the product because of how visually full the packaging looked, they were also more likely to want to buy it. The effect was even stronger among people who bought pizza regularly, suggesting that familiarity with a product makes you more sensitive to how its packaging communicates quality. This study adds something genuinely useful to the conversation about packaging design because it shows that the overall level of visual complexity matters just as much as the individual design choices. Brands can actually use visual density as a tool to set expectations and make their products feel more

enticing before the consumer has even tasted them.

9. Hwang and Jeong (2016) Consumer Response to Counterfeit Luxury Products Product Happiness and Behavioral Intentions

Hwang and Jeong (2016) examined how consumers react when counterfeit luxury products look almost identical to the real thing in terms of design, logo, colours, and packaging. The study introduced a concept called product happiness to describe the positive emotional feeling consumers get from owning something that makes them feel elevated in social status. The researchers found that when fake products closely mirror the visual identity of well knownluxury brands, consumers often associate them with the same feeling of prestige as the genuine item, which makes them more willing to buy the imitation. This effect was particularly strong among consumers who are motivated by social image and status. However, the study also found that people who have a strong awareness of branding and those who care about ethical consumption are much less likely to be drawn in by imitation products. For real luxury brands, this study reinforces how powerful their visual identity is and why protecting that visual identity through distinctive and legally protected design is so important.

10. Zhu and Jung (2024) Shanghai Cultural Commodity Visual Packaging Design and Consumer Acceptance

Zhu and Jung (2024) surveyed 202 consumers to understand how packaging design shapes the way people perceive and respond to cultural products from Shanghai. The study found that packaging featuring bright colours, distinctive patterns, and culturally relevant symbols consistently attracted more attention and positive responses. When packaging looks visually appealing, people naturallyperceive the productas more attractiveand desirable. Theaddition of practical and environmentally conscious features further built confidence in the product. The research also found that when packaging reflects cultural identity clearly, it strengthens the emotional connection consumers feel toward the product, which in turn makes them more likely to buy it. Zhu and Jung concluded that packaging for cultural products works best when it brings together strong visuals, cultural storytelling, and practical design in a way that feels authentic. Products that manage this balance stand out more and create a more lasting impression in the minds of consumers.

11. Sitopu and Firdaus (2025) Analyzing the Impact of Packaging Design on Consumer Purchasing Decisions in the Cosmetics Industry

Sitopu and Firdaus (2025) used a combination of surveys and focus group conversations to look at how packaging design influences buying decisions in the cosmetics industry. Their findings showed that consumers are significantly influenced by how modern, attractive, and consistent a product's packaging looks. When packaging aligns with what the brand stands for and communicates quality, it boosts how the consumer feels about the product and increases their likelihood of buying it. The study also found that practical features like how easy the packaging is to use and how durable it feels also contribute to consumer satisfaction and encourage people to keep coming back to the same brand. Sitopu and Firdaus ultimately concluded that in an industry as competitive as cosmetics, packaging design is one of the most powerful tools a brand has. It is not simply a container for the product but a direct form of communication that can be the deciding factor between a consumer choosing your product or someone else's.

12. Homburg, Schwemmler and Kuehnl (2020) New Product Design Concept, Measurement, and Consequences

Homburg, Schwemmler, and Kuehnl (2020) developed a detailed framework to understand how the quality of a product's design affects the way consumers see it and ultimately whether they choose to buy it. The research established that design is typically one of the very first things a consumer notices about a product, which means it sets the tone for everything else. When a product is well designed, consumers tend to assume it will perform better and be more reliable even before they have tried it. The study also found that strong design helps communicate who a brand is and what it stands for, and that this kind of consistent visual identity builds recognition over time. On the flip side, poor design was found to damage consumer trust in a brand even if the actual product inside is of good quality. Homburg and colleagues made a compelling case that design should be treated as a genuine business asset because it has real and measurable consequences for how consumers behave and how well a brand performs in the market.

13. Lee(2022)TheEffectofVisualAestheticsofWearables onWillingnesstoPayPremium and the Role of Product Category Involvement

Eun Jung Lee (2022) investigated whether the way wearable technology products look has any effect on how much consumers are willing to pay for them above the standard price. Using an online survey, Lee found that when wearable devices have a strong and appealing visual design, consumers are genuinely more willing to pay extra for them. The research found that good looking design increases how enjoyable consumers feel the product will be, and this sense of enjoyment had a stronger influence on pricing acceptance than perceptions of quality alone. The study also found that consumers who are deeply interested in wearable technology as a category respond even more strongly to visual aesthetics, meaning that the more knowledgeable and engaged someone is with a product type, the more design matters to them. For technology brands, this research offers a clear message which is that investing in the visual design of a product is not just about aesthetics but can directly support a premium pricing strategy and stronger market positioning.

14. Magnier and Schoormans (2015) Consumer Reactions to Sustainable Packaging: The Interplay of Visual Appearance and Eco Labels

Magnier and Schoormans (2015) looked at how consumers respond to sustainable packaging in everyday consumer goods, paying close attention to how the visual design of packaging and the presence of eco labels work together. The study found that people tend to judge packaging as environmentally friendly very quickly based on visual signals alone, such as earthy colours, simple fonts, matte surfaces, and a clean overall look. These visual cues communicate sustainability before a consumer even reads a word on the packaging. The researchers also found that eco labels and sustainability badges do help build trust but only when the visual design of the packaging already feels aligned with those values. When the packaging looks premium or flashy but carries an eco label, consumers are less likely to believe the sustainability claims. The conclusion from this research is that for brands who want to communicate genuine environmental responsibility, the visual design must tell that story honestly from the start, because labels alone are not enough to win over a sceptical consumer.

15. Ko, Costello and Taylor (2019) What is a Luxury Brand

Ko, Costello, and Taylor (2019) set out to define what actually makes a brand a luxury brand, and their review gave significant attention to the role of packaging in creating and sustaining the

t sense of luxury. In the fashion accessories space, they found that packaging is not just a box or a bag but an integral part of the brand experience itself. Materials like embossed surfaces, magnetic closures, velvet linings, and carefully chosen colour palettes all send strong signals to the consumer about the exclusivity and quality of what is inside. The study placed particular emphasis on what is now commonly known as the unboxing experience, the moment when a consumer opens luxury packaging for the first time. This experience was found to significantly influence the emotional feelings of pride and satisfaction that consumers associate with the brand, and it plays a real role in their willingness to pay a premium price. Ko and colleagues concluded that in the luxury sector, packaging must be treated as a core part of the product itself because it actively shapes how consumers experience and value the brand.

3.1 Introduction to Visual Aesthetics

Meaning of Visual Aesthetics

Visual aesthetics refers to the visual appeal and artistic quality of a design that influences how it is perceived and experienced by individuals. In the context of marketing and consumer behaviour, visual aesthetics plays a crucial role in shaping first impressions, building brand identity, and influencing purchasing decisions. It includes the arrangement and presentation of visual elements such as colour, typography, layout, imagery, shape, and overall composition. Visual aesthetics is not merely about making a product look attractive; it is about creating a meaningful and emotionally engaging experience that connects with consumers and influences their perception of value and quality.

In today's highly competitive marketplace, consumers are constantly exposed to numerous products and brands. As a result, visual appeal becomes a powerful differentiating factor. Before consumers read product descriptions or compare features, they first notice how a product looks. This initial visual interaction forms the basis of perception and often determines whether a consumer will engage further with the product. Therefore, visual aesthetics serves as a silent communicator that conveys brand personality, product positioning, and overall quality without using words.

The term "aesthetics" originates from the Greek word *aisthesis*, meaning perception or sensation. In marketing, visual aesthetics refers to how design elements are used to create an appealing sensory experience for consumers. It focuses on how visual stimuli are organized and presented to generate positive, emotional and cognitive responses. Visual aesthetics

www.ijarp.com

influences how consumers interpret products, how they feel about brands, and whether they develop interest or desire to purchase.

Visual aesthetics goes beyond decoration. It involves strategic design decisions that align with brand identity and consumer expectations. For example, a luxury brand may use minimalist design, elegant typography, and neutral colour tones to communicate sophistication and exclusivity

ElementsofVisualAesthetics

1. Colour:

Colourstronglyinfluencesemotionsandperception,withdifferentcoloursconveyingdifferent meanings like trust, excitement, or sustainability. Proper use of colour improves brand recognition and enhances visual appeal.

2. Typography:

Typographyperferstothestyleandarrangementoftext,shapingbrandpersonalityand readability.Ithelpscreatevisualhierarchyanddirectsconsumerattention effectively.

3. ImageryandGraphics:

Imagesandgraphicsenhancevisualappealandhelpcommunicatemessagesquickly.Consistent and high-quality visuals strengthen brand identity and product perception.

4. ShapeandForm:

Shapesinfluencehowconsumersperceiveproducts,withdifferentformsconveyingdifferent meanings. Unique shapes help differentiate products and improve memorability.

5. TextureandMaterial:

Textureandmaterialaddtothesensoryexperienceandperceivedqualityofproducts.Even visually, they enhance the overall aesthetic appeal.

In the digital era, aesthetic theory extends to websites, mobile applications, and social media content. Website layout, colour combinations, typography, and imagery affect user engagement and trust. Consumers are more likely to stay on visually appealing websites and complete purchases.Socialmediaplatformsrelyheavilyonvisualcontent.Brands that maintain consistent and attractive visual themes tend to attract more followers and higher engagement rates.

3.2 Consumer Buying Behaviour

Consumer buying behaviour refers to the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods and services to satisfy their needs and wants. It examines the decision-making processes that consumers undergo before, during, and after purchasing a product. Understanding consumer buying behaviour is essential for marketers because it helps them design effective strategies that influence purchase decisions. In the context of this study, consumer buying behaviour is closely connected to how visual aesthetics affect consumer perception and purchasing intentions.

Consumer buying behaviour is influenced by a combination of psychological, social, cultural, and personal factors. These factors interact with each other and shape the way consumers evaluate products and brands. The buying process is not merely a rational evaluation of price and features; it also involves emotional responses, perceptions, attitudes, and experiences. Modern consumers are exposed to a vast number of product choices, making visual cues and aesthetic appeal important determinants in simplifying their decision-making process.

Meaning of Consumer Behaviour

Consumer behaviour refers to the study of how consumers make decisions about what they buy, why they buy it, when they buy it, and how often they buy it. It includes both observable actions and internal processes.

Role of Visual Aesthetics in Consumer Buying Behaviour

1. Creating First Impression:

Consumers form quick judgments based on visual appearance, and an attractive design creates a strong positive first impression.

2. Enhancing Perceived Quality:

Visually appealing design increases perceived product quality and influences willingness to buy and pay more.

3. Building Brand Identity and Recognition:

Consistent design elements like logos and colours help consumers easily recognize and trust a brand.

4. Influencing Emotional Response:

Visuals trigger emotions such as trust and excitement, which positively affect purchase decisions.

5. Differentiating from Competitors:

Unique visual design helps products stand out and gain attention in competitive markets.

6. Impact on Imitation and Counterfeit Brands:

Imitation brands copy visual design to gain recognition, showing the strong influence of aesthetics on consumer perception.

Factors Influencing Consumer Buying Behaviour

1. Psychological Factors:

These include perception, motivation, and attitudes, which shape how consumers view and evaluate products. Visual aesthetics strongly influence perception and overall brand impression.

2. Social Factors:

Family, friends, and social groups affect buying behaviour, as consumers often seek approval and social recognition. Attractive products can enhance social image.

3. Cultural Factors:

Cultural values influence preferences for colours, symbols, and design meanings. Different cultures interpret visual elements in different ways.

4. Personal Factors:

Age, income, lifestyle, and personality impact buying decisions and design preferences. Different consumer groups are attracted to different types of aesthetics.

3.3 Stimulus–Organism–Response (S–O–R) Model

The Stimulus–Organism–Response (S–O–R) model is one of the most widely used theoretical frameworks in consumer behaviour research. Originally developed by Mehrabian and Russell, the model explains how environmental stimuli influence an individual's internal emotional and cognitive states, which in turn lead to behavioural responses. In marketing and consumer research, the S–O–R model is applied to understand how various marketing stimuli, including visual aesthetics, affect consumer perceptions, emotions, and purchase intentions.

The model consists of three main components: Stimulus (S), Organism (O), and Response (R). The stimulus represents external factors or environmental cues that consumers encounter. The organism refers to the internal processes that occur within the consumer. The

response represents the resulting behaviour, such as purchase intention, brand preference, or avoidance.

Stimulus(S)

In the context of this study, visual aesthetics act as the primary stimulus. Stimuli include all external visual elements that consumers observe, such as colour schemes, typography, packaging design, layout, logo design, imagery, and overall visual presentation.

Organism(O)

The organism component represents the internal psychological and emotional processes triggered by the stimulus. When consumers encounter visual aesthetics, they do not respond immediately; instead, they interpret and evaluate the stimulus based on their perceptions, beliefs, experiences, and emotions. The organism stage includes cognitive process, emotional response, attitudes and beliefs.

Response (R)

The response component refers to the behavioural outcome resulting from internal processing. Responses include purchase intention, actual purchase, brand loyalty, word-of-mouth, and avoidance behaviour.

Relevance to Conceptual Framework

In this research, the S–O–R model forms the theoretical foundation for examining how visual aesthetics influence buying behaviour. It explains the causal relationship between independent

variables such as visual aesthetic elements, mediating variables such as perception and emotional response, and dependent variables such as purchase intention and buying behaviour. By applying this model, the study can systematically analyze how design elements stimulate internal processes that ultimately shape consumer decisions. The S–O–R framework therefore provides a clear theoretical explanation for understanding the influence of visual aesthetics on consumer buying behaviour.

Furthermore, the model helps in identifying which specific visual cues generate stronger cognitive and emotional reactions among consumers. It also supports measuring how these internal responses translate into actual purchase actions. Thus, the S–O–R framework strengthens the conceptual clarity and analytical structure of the research.

3.4 Brand Perception and Brand Image

Brand perception and brand image focus on how consumers form impressions about a brand based on visual and experiential cues. A brand is not just a name or logo, but a combination of meanings, emotions, and associations in the consumer's mind.

Brand perception is influenced by factors such as advertising, word of mouth, personal experience, and especially visual identity. Elements like logos, packaging, colours, and design style often create the first impression and communicate qualities like professionalism, energy, or trust. Consistency in these visual elements strengthens recognition and builds reliability, whereas inconsistent design can lead to confusion and weaken perception.

Brand image is the collection of beliefs and impressions that consumers hold about a brand. It is developed gradually through repeated exposure and consistent communication. A strong brand image includes functional aspects like product quality, emotional connections with consumers, and symbolic meanings related to status and lifestyle, all of which shape consumer preferences and purchasing decisions.

Influence on Consumer Buying Behaviour

Brand perception and brand image significantly influence purchase intention. Consumers are more likely to buy products from brands they trust and recognize. A positive brand image reduces perceived risk and simplifies decision-making. Brand image acts as a shortcut in the decision-making process. Additionally, strong brand image increases willingness to pay premium prices.

Emotional Connection and Brand Loyalty

Brand image is closely linked to emotional attachment. When consumers feel emotionally connected to a brand, they develop loyalty. Emotional branding strategies often rely on visual storytelling and consistent design.

For instance, brands that maintain their aesthetic consistently across advertisements, packaging, and digital platforms strengthen emotional bonds with consumers.

Brand loyalty not only increases repeat purchases but also generates positive word-of-mouth promotion.

In the digital marketplace, brand image is shaped through websites, social media, online reviews, and www.ijarp.com

influencer marketing. Visual consistency across digital channels is essential for maintaining brand perception.

Consumers often judge brand credibility based on website design and social media aesthetics. Poor digital design may negatively affect brand image even if product quality is high.

Brand perception and brand image concept provides a strong theoretical basis for understanding how visual aesthetics influence consumer buying behaviour. The way consumers perceive and interpret visual design directly affects their purchase intentions and brand loyalty. Therefore, brand image serves as a key mediating factor between visual aesthetics and consumer buying decisions.

3.5 Colour Psychology Theory

Colour psychology theory explains how colours influence human emotions, perceptions, attitudes, and behaviour. In marketing, colour is used as a strategic tool to communicate brand personality, create emotional appeal, and influence buying decisions. It helps attract attention, trigger subconscious reactions, and shape how consumers perceive product quality and brand value.

Among all visual elements, colour is often the first thing consumers notice. It plays a key role in how a product or brand is interpreted, making it a powerful factor in forming first impressions. Consumers may respond to colours instantly without consciously realising their influence.

Colour psychology studies how different colours affect human behaviour and decision-making. Each colour evokes specific emotional responses, which can impact consumer preferences and choices.

For example, red creates excitement and urgency, blue builds trust and security, green represents health and freshness, black conveys luxury, and yellow reflects energy and positivity.

Elements of Colour Psychology in Marketing

1. Hue

Hue refers to the basic colour itself (red, blue, green, etc.). Each hue carries specific psychological meanings.

2. Saturation

Saturation refers to the intensity or brightness of a colour. Highly saturated colours appear bold and energetic, while muted tones convey calmness and elegance.

3. Value(Lightness or Darkness)

The lightness or darkness of a colour also affects perception. Lighter shades often appear soft and friendly, while darker shades appear powerful and premium.

4. Colour Combinations

The way colours are combined influences overall visual harmony. Complementary and contrasting colour schemes attract attention and improve readability.

Role of Colour in Brand Identity

Colour is one of the most recognizable aspects of brand identity. Many successful brands are instantly identified by their signature colours.

For example:

- Coca-Cola is strongly associated with red, symbolizing excitement and energy.
- Facebook uses blue to convey trust and reliability.
- Starbucks uses green to represent freshness and sustainability.

Consistent use of colour strengthens brand recognition and builds long-term memory associations. When consumers repeatedly see the same colour scheme, they begin to connect it with specific brand qualities.

Cultural Influence on Colour Meaning

It is important to note that colour meanings may vary across cultures. For example:

- In some cultures, white represents purity and peace.
- In others, it may be associated with mourning.

Marketers must consider cultural context when selecting colour schemes for global markets. A colour that attracts consumers in one country may have a different interpretation elsewhere. Bright and contrasting colours help products stand out among competitors. Subtle and elegant colour combinations may communicate premium positioning.

Digital marketing, colour is used strategically in website design and social media branding. For example, red or orange buttons are often used to encourage immediate action because they create urgency.

Colour psychology supports the argument that visual aesthetics significantly influence consumer buying behaviour. Colour contributes to brand differentiation, perceived product quality, emotional connection, brand recall, consumer trust.

When imitation brands replicate similar colour schemes, they attempt to benefit from existing brand associations. This highlights the strong psychological impact of colour in shaping consumer perception.

By strategically selecting and consistently applying colours, brands can create powerful emotional connections and strengthen their market position.

3.6 Imitation Brands and Their Influence on Consumer Buying Behaviour

Imitation brands, also known as counterfeit or copycat brands, are products designed to closely resemble original brands in packaging, logos, colours, and overall appearance. They create visual similarity to attract consumers and benefit from brand familiarity. With the growth of online platforms and global markets, imitation brands have become more common, affecting consumer behaviour and market competition.

Although imitation branding is not new, it has increased rapidly due to digital exposure and easy access to markets. Many manufacturers can now copy designs and sell products at lower prices, leading consumers, especially price-sensitive ones, to purchase them knowingly or unknowingly. This makes it important to study their impact on buying decisions.

Imitation brands mainly copy visual elements such as colour schemes, font styles, packaging shapes, logos, and slightly altered brand names to create confusion and gain attention.

Influence on Consumer Buying Decisions

1. Confusion and Misleading Purchase

Many consumers rely on quick visual cues while shopping. If an imitation product closely resembles a trusted brand, consumers may accidentally purchase it. This is www.ijarp.com

especially common in crowded retail environments or online platforms where consumers scroll quickly.

2. Price Sensitivity

In developing markets, price plays a major role in buying decisions. Imitation brands usually offer lower prices compared to original brands. Some consumers knowingly choose imitation products because they want a similar look at a lower cost.

3. Perceived Value

Consumers sometimes evaluate products based on appearance. If a fake product looks similar to a premium brand, consumers may perceive it as valuable even if quality is lower. Visual similarity can temporarily increase perceived quality.

Impact of Imitation Brands on Brand Image

Imitation brands attempt to copy visual identity elements to benefit from the original brand's image. When consumers mistakenly associate imitation products with original brands, it can damage brand perception.

Poor quality imitation products may lead consumers to question the original brand's standards. This highlights the importance of maintaining distinctive visual identity and protecting intellectual property.

At the same time, strong brand image can reduce the impact of imitation. Loyal consumers with high brand awareness are less likely to be influenced by visually similar fake products. Imitation brands highlight the power of visual communication in marketing. Consumers often depend on packaging and design rather than detailed product knowledge. This makes visual aesthetics both an opportunity and a risk. While original brands use design to build identity and trust, imitation brands exploit similar design strategies to influence buying behaviour.

STATISTICAL TOOL

Chi Square Test

Introduction

The Chi-Square Test is a key statistical method used in Statistics to analyze categorical data and make inferences about populations from sample observations. It is a non-parametric test, meaning it does not require assumptions like normal distribution. The test compares observed and expected frequencies to determine if differences are due to chance or indicate a significant pattern. It is commonly used for grouped data such as survey responses and

www.ijarp.com

demographic categories. It includes tests like independence and goodness-of-fit, making it widely useful in research.

Purpose

The main purpose of the Chi-Square Test in Statistics is to determine whether there is a significant difference between observed and expected frequencies in categorical data. It helps test hypotheses by identifying relationships between variables. The Chi-Square Test is important in Statistics because it offers a simple and effective way to analyse categorical data. It helps identify significant patterns and relationships, supporting accurate conclusions and informed decision-making in research.

Variables

Age X Packaging

Design X Brand Perception Imitation X Brand Loyalty

1. AGEXPACKAGING

HYPOTHESIS

Null Hypothesis (H₀): There is no significant relationship between the age of the consumer and their likelihood of buying a product based purely on its visual appearance.

Alternative Hypothesis (H₁): There is a significant relationship between the age of the consumer and their likelihood of buying a product based purely on its visual appearance.

OBSERVED FREQUENCY TABLE

Age	Bought	Did Not Buy	Total
Below 18	2	1	3
18 - 23	17	7	24
24 - 30	11	5	16
30 - 40	9	7	16
Above 40	1	0	1
Total	40	20	60

EXPECTED FREQUENCY TABLE $E = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$

$\frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$

Age	Bought	Did Not Buy	Total
Below 18	2.00	1.00	3
18 - 23	16.00	8.00	24
24 - 30	10.67	5.33	16

30 - 40	10.67	5.33	16
Above40	0.67	0.33	1
Total	40.00	20.00	60

CHI-SQUARE TABLE

$$\chi^2 = \frac{(345)!}{5}$$

Age	Bought	Did Not Buy
Below18	0.0000	0.0000
18 - 23	0.0625	0.1250
24 - 30	0.0104	0.0208
30 - 40	0.2604	0.5208
Above40	0.1667	0.3333

VALUE TABLE

$$df = (r - 1)(c - 1)$$

$$pvalue = CHIDIST(chisquarevalue, degreeoffreedom)$$

Test	Value
Chi-Square	1.500
DegreeofFreedom	4
P Value	0.826

Interpretation

The Chi-Square test was conducted to examine the relationship between age and buying behaviour. The result showed a Chi-Square value of 1.5 and a p-value of 0.826, which is higher than 0.05, indicating no significant relationship. This means age does not strongly influence how often consumers purchase the product. Although the 18–23 group had more responses, their buying pattern was similar to other age groups. This suggests that the product appeals to a wide range of consumers. It also indicates that factors like visual appeal and brand perception may play a more important role. Overall, age is not a key factor in determining buying behaviour.

2. DESIGN X BRAND PERCEPTION

HYPOTHESIS

Null Hypothesis (H0): There is no significant relationship between a consumer's preferred color scheme and their perception of whether a brand name can make simple packaging

look attractive.

Alternative Hypothesis(H1): There is a significant relationship between a consumer's preferred color scheme and their perception of whether a brand name can make simple packaging look attractive.

OBSERVED FREQUENCY TABLE

Design Preference	Yes	No	Maybe	Total
Dark and Premium	12	6	4	22
Soft and Pastel	10	2	6	18
Natural/Earthy	6	3	4	13
Bright and Vibrant	5	2	2	9
Total	33	13	14	60

EXPECTED FREQUENCY TABLE $E = \frac{(\text{Row Total}) \times (\text{Column Total})}{\text{Grand Total}}$

$\therefore$

Design Preference	Yes	No	Maybe	Total
Dark and Premium	12.10	4.77	5.13	22
Soft and Pastel	9.90	3.90	4.20	18
Natural/Earthy	7.15	2.82	3.03	13
Bright and Vibrant	4.95	1.95	2.10	9
Total	33.00	13.00	14.00	60

CHI-SQUARE TABLE

$$\chi^2 = \frac{(345)}{5}$$

Design Preference	Yes	No	Maybe
Dark and Premium	0.0008	0.3191	0.2504
Soft and Pastel	0.0010	0.9256	0.7714
Natural/Earthy	0.1850	0.0119	0.3081
Bright and Vibrant	0.0005	0.0013	0.0048

VALUE TABLE

$$df = (r - 1)(c - 1)$$

$$p\text{value} = \text{CHIDIST}(\text{chisquare value}, \text{degree of freedom})$$

Test	Value
Chi-Square	2.7799
Degree of Freedom	6
P-Value	0.8359

Interpretation

The Chi-Square test was conducted to examine the relationship between design preference and the perception that a brand name can enhance simple packaging. The calculated Chi-Square value is 2.7799 with a p-value of 0.8359, which is much higher than 0.05. This indicates that there is no statistically significant relationship between the variables, so the null hypothesis is accepted. It means that consumers' colour or design preferences do not affect their belief about the importance of brand names. The responses are fairly similar across all design categories. This shows that the influence of brand names is consistent among consumers regardless of their visual preferences. Overall, brand perception plays an independent role in shaping opinions about packaging attractiveness.

3. IMITATIONS VS. BRAND LOYALTY

HYPOTHESIS

Null Hypothesis (H0): There is no significant relationship between a consumer's experience of mistaking an imitation product and their subsequent purchase decision regarding the original brand.

Alternative Hypothesis (H1): There is a significant relationship between a consumer's experience of mistaking an imitation product and their subsequent purchase decision regarding the original brand.

OBSERVED FREQUENCY TABLE

Mistook Imitation	Buy Original	Check Carefully	Reduce Trust	Other Brands	No Effect	Total
Yes	11	16	9	6	1	43
No	4	5	1	3	4	17
Total	15	21	10	9	5	60

EXPECTED FREQUENCY TABLE $E = \frac{(\text{row total}) \times (\text{column total})}{\text{Grand Total}}$

$\therefore$

Mistook Imitation	Buy Original	Check Carefully	Reduce Trust	Other Brands	No Effect	Total
Yes	10.75	15.05	7.17	6.45	3.58	43
No	4.25	5.95	2.83	2.55	1.42	17
Total	15.00	21.00	10.00	9.00	5.00	60

CHI-SQUARE TABLE

$$\chi^2 = \frac{(345)^2}{5}$$

Mistook Imitation	Buy Original	Check Carefully	Reduce Trust	Other Brands	No Effect
Yes	0.0058	0.0600	0.4690	0.0314	1.8624
No	0.0147	0.1517	1.1863	0.0794	4.7108

VALUE TABLE

$$df = (r - 1)(c - 1)$$

$$pvalue = CHIDIST(chisquarevalue, degreeof freedom)$$

Test	Value
Chi-Square	8.571
Degree of Freedom	4
P-Value	0.073

Interpretation

The Chi-Square test shows a p-value of 0.073, which is slightly above 0.05, so the null hypothesis is accepted. This means there is no strong statistical relationship between being mistaken by an imitation and future purchase decisions. However, since the value is below 0.10, it indicates a slight or marginal significance. The data shows that many respondents who were mistaken by imitation products tend to become more cautious, with a good number saying they would check products carefully in the future. At the same time, brand loyalty remains strong, as many still prefer buying the original product. The highest variation was seen in the group that said it does not affect their decision. This suggests that experience with imitation products increases awareness rather than reducing trust completely. Overall, imitation mainly changes how consumers evaluate products rather than their final choice.

SUMMARY

The study highlights the significant role of visual design in shaping consumer buying behaviour. Elements such as colour, packaging, typography, and overall appearance strongly influence first impressions and often determine whether a consumer shows interest in a product. It also emphasizes that consumers tend to trust well-known brands, and a strong brand image can make even simple designs more appealing. Additionally, the presence of imitation products shows how impactful visual elements are, as many brands try to copy successful designs to attract customers. Overall, the study concludes that visual aesthetics is a powerful marketing tool that helps attract attention, build trust, differentiate products, and influence purchase decisions in a competitive market.

5.1 Findings of the study

1. Impact of Visual Design on Buying Behaviour:

The study clearly shows that visual elements like colour, packaging, and logos play a big role in catching consumers' attention. These features often create the first impression and influence how people feel about a product. In many cases, an attractive design can directly affect the decision to buy. Consumers are more likely to pick a product that stands out on the shelf or looks appealing online, even when multiple options are available. This highlights that visual design acts as a silent salesperson, guiding choices without the need for detailed information.

2. Importance of Aesthetic Appeal:

Many respondents said they are drawn towards products that look visually appealing. This shows that design is not just an extra feature but an important factor in buying behaviour. People often judge a product based on how it looks before thinking about other aspects like quality or price. A well-designed product creates curiosity and interest, encouraging consumers to explore it further. This proves that aesthetic appeal plays a key role in forming positive perceptions and influencing final purchase decisions.

3. Role of Brand Name and Brand Equity:

It was observed that a strong brand name can make even simple packaging look attractive. Consumers tend to trust well-known brands, and this trust increases their interest in the product. Brand recognition also gives a sense of reliability and quality, which reduces hesitation while buying. Even if competing products have better designs, consumers may still prefer familiar brands due to their established image. This highlights how important brand value and reputation are

in shaping consumer preferences.

4. Identification of Imitation Products:

Most consumers are able to spot imitation products by noticing packaging design and fonts. Similar colours, layouts, and styles help them identify whether a product is original or not. However, when imitation products closely copy the original design, it can create confusion among buyers. This shows that unique and distinctive packaging is important for maintaining brand identity and avoiding duplication. Clear branding elements help consumers easily recognise authentic products and build trust.

5. No Significant Impact of Age:

The study found that age does not make much difference in buying behaviour. People from different age groups responded in a similar way to visual design. This means that attractive design appeals to everyone, not just a specific age group. Whether young or old, consumers tend to prefer products that are visually pleasing and well-presented. This indicates that visual aesthetics has a universal influence, making it an important factor for businesses targeting a wide audience.

6. Influence of Visual Design on Perceived Quality:

The study also reveals that visual design significantly affects how consumers judge the quality of a product. Many respondents tend to associate attractive and well-organized packaging with higher quality, even before using the product. On the other hand, poorly designed packaging can create a negative impression and reduce trust. This shows that visual appearance not only attracts attention but also shapes expectations about the product's performance and value.

5.2 Suggestions to the Study

1. Focus on Attractive Packaging Design:

Companies should give importance to creating visually appealing and eye-catching packaging.

Attractive design helps products stand out both on store shelves and online platforms, increasing the chances of grabbing consumer attention and influencing purchase decisions.

2. Maintain Consistency in Visual Identity:

Brands should ensure consistency in elements like colours, logos, fonts, and overall design style. This consistency makes it easier for consumers to recognize the brand instantly and builds

familiarity and trust over time.

3. Strengthen Brand Identity:

Businesses should invest in building a strong and reliable brand image. A well-known brand name increases consumer confidence and can make even simple packaging look more appealing, thereby influencing buying behaviour.

4. Create Distinctive and Unique Designs:

Companies should focus on developing unique and innovative packaging that is difficult to imitate. Distinctive designs help consumers easily identify original products and reduce confusion caused by imitation products.

5. Use Emotional Appeal in Design:

Marketers should carefully use colours, images, and design elements that evoke positive emotions such as trust, excitement, or comfort. Emotional connection plays a strong role in influencing consumer preferences and purchase decisions.

6. Improve Online Visual Presentation:

With the growth of online shopping, brands should ensure that product images are clear, high-quality, and visually attractive. A strong digital presentation can significantly increase consumer interest, clicks, and final purchases.

7. Adapt Design Based on Target Audience:

Companies should design their products based on the preferences and expectations of their target audience. Different groups may respond differently to visual elements, so understanding the audience helps in creating more effective designs.

8. Conduct Regular Market Research:

Businesses should continuously study changing consumer preferences and market trends. Regular research helps in updating design strategies, staying relevant, and maintaining a competitive edge in the market.

CONCLUSION

This study clearly shows how important visual design is in influencing what people buy. Things like colour, packaging, typography, and the overall look of a product really shape

how consumers see it, often creating the first impression even before they think about price or quality. This proves that design isn't just about making something look nice, but about building a connection with the consumer. The study also highlights how brand names influence decisions, as people tend to trust familiar brands, which can make even simple designs more attractive. It also points out the issue of imitation products in the market, where brands copy packaging, colours, and logos to attract buyers, showing how powerful visual design really is and why originality matters. Overall, the study makes it clear that visual aesthetics is not just an extra feature, but a strong marketing tool that helps attract attention, build trust, stand out from competitors, and increase sales. In addition, it shows that businesses need to keep updating and improving their designs to stay competitive. Brands that focus on creativity and uniqueness are more likely to grab attention and keep customers coming back. It also reflects how consumers today pay more attention to how products look before making a choice. In the end, good visual design can leave a strong impression and influence people to choose the same product again.

BIBLIOGRAPHY

1. Belliza & Kusumawati (2024) The influence of visual attributes in packaging design on Generation Z's dessert snack purchasing decision.
Source: <https://jurnal.integrasainsmedia.co.id/index.php/JCSAM/article/view/175>
2. Li, Y., & Li, J. (2022) -The Influence of Design Aesthetics on Consumers' Purchase Intention Toward Cultural and Creative Products: Evidence from the Palace Museum in China
Source: <https://www.frontiersin.org/articles/10.3389/fpsyg.2022.939403/full>
3. The Impact of Visual Design in Dairy Packaging on Consumer Attention and Decision-Making (2025)
Source: <https://www.mdpi.com/2624-862X/6/1/4>
4. Wang, J., Mustaffa, N., & Mahbob, M. H. (2025) - The Influence of Visual Communication of Food Packaging Design on Consumer Perception and Purchasing Intentions
Source: <https://tpmap.org/submission/index.php/tpm/article/view/1314>
5. Sunita Kumar & Jimmy Thankachan (2025) -Aesthetic of Consumption: A Review of Sensory Branding and Visual Semiotics in Consumer Experience
Source: <https://www.acr-journal.com/article/aesthetic-of-consumption-a-review-of-sensory-branding-and-visual-semiotics-in-consumer-experience-1787/>

6. Wang, I-C., Jiang, Y-R (2024) -Exploring the multisensory attractiveness of cosmetic packaging: A study of visual and tactile design elements and attractiveness factors.
Source:<https://www.mdpi.com/2071-1050/16/13/5716>
7. TheInfluenceofCreativePackagingDesignonCustomerMotivationandPurchaseDecisions (2022)
Source:<https://www.sciencedirect.com/science/article/pii/S0148296322003630>
8. Sun, C., Ding, Y., &Meng, X. (2024) - Unpacking the Influence of Visual Density on Pizza Packaging: Sensory Expectations and Purchase Intentions.
Source:<https://www.mdpi.com/2304-8158/13/16/2567>
9. Hwang, J., &Jeong, S. H. (2016) - Consumer Response to Counterfeit Luxury Products: Product Happiness and Behavioral Intentions.
Source:<https://www.sciencedirect.com/science/article/pii/S0148296316301958>
10. Zhu,Q.,&Jung,E.(2024)-ShanghaiCulturalCommodityVisualPackagingDesign and Consumer Acceptance.
Source:<https://francis-press.com/papers/17785>
11. Sitopu,J.W.&Firdaus,A.(2025)–AnalyzingtheImpactofPackagingDesignonConsumer Purchasing Decisions in the Cosmetics Industry
Source:<https://plus62.isha.or.id/index.php/JEMBUT/article/view/220>
12. Gupta&Singh(2021)-DesignQualityand ConsumerValuePerception
Source:<https://doi.org/10.1177/0022242919896319>
13. Eun-Jung Lee (2022) - The effect of visual aesthetics of wearables on willingness-to-pay premium and the role of product category involvement
Source:<https://www.sciencedirect.com/science/article/abs/pii/S0969698921004380>