

**The Impact of visual marketing via the Internet on the relative weight of the brand by applying on customers of electronic stores in Egypt**

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**ABSTRACT:**

The study aimed to identify the impact of visual marketing via the Internet on the relative weight of the brand by applying it to customers of electronic stores in Egypt, using the descriptive analytical approach, and collecting theoretical information from library sources, and data through a questionnaire distributed to customers of electronic stores in Egypt, and the number of valid ones for statistical analysis reached (344) single and the statistical package for social sciences (SPSS V.26) was used to analyze data and test research hypotheses, and the study reached several results, the most important of which is the existence of a significant impact of visual marketing via the Internet in all its dimensions on the relative weight of the brand, and The study recommended creating attractive visual content, by creating unique and eye-catching visual content that reflects the vision and values of the store's brand,

commitment to the visual identity of the brand, by ensuring that all the visual elements you use in online marketing are compatible with the visual identity of the brand.

**Key words:** Visual marketing via the Internet -The Relative Weight of the Brand - Electronic Stores.

### المستخلص:

استهدفت الدراسة التعرف على تأثير التسويق البصري عبر الإنترنت على الوزن النسبي للعلامة التجارية بالتطبيق على عملاء المتاجر الالكترونية بمصر، وباستخدام المنهج الوصفي التحليلي، وجمع المعلومات النظرية من المصادر المكتبية، والبيانات من خلال استبانة وزعت على عملاء المتاجر الالكترونية بمصر، وبلغ عدد الصالح منها للتحليل الإحصائي (٣٤٤) مفردة، وقد تم استخدام الرزمة الإحصائية للعلوم الاجتماعية (SPSS V.26) لتحليل البيانات واختبار فرضيات البحث، وقد توصلت الدراسة إلى عدة نتائج، من أهمها وجود تأثير معنوي للتسويق البصري عبر الانترنت بجميع أبعاده على الوزن النسبي للعلامة التجارية، وأوصت الدراسة بإنشاء محتوى بصري جذاب، وذلك بإنشاء محتوى مرئي فريد وملفت للنظر يعكس رؤية وقيم العلامة التجارية للمتجر، الالتزام بالهوية البصرية للعلامة التجارية، بالتأكد من أن جميع العناصر البصرية التي تستخدمها في التسويق عبر الإنترنت تتوافق مع الهوية البصرية للعلامة التجارية.

### مصطلحات الدراسة:

التسويق البصري عبر الانترنت - الوزن النسبي للعلامة التجارية - المتاجر الالكترونية.

## 1.Introduction

In today's digital marketplace, where consumer attention spans are fleeting, and competition is fierce, visual marketing has become an indispensable tool for online stores aiming to enhance their brand equity. Visual marketing encompasses the strategic use of imagery, videos, graphics, and design elements to communicate a brand's message and values compellingly. For online retailers, the ability to capture and retain consumer interest through visually appealing content is critical to establishing a strong brand presence. (Kapferer, 2012).

Effective visual marketing can significantly impact the relative brand equity of an online store by enhancing brand recognition and recall, fostering emotional connections, and driving engagement. High-quality visuals can differentiate a brand in a crowded market, making it more memorable and trustworthy. Moreover, a consistent visual identity across all digital platforms helps in building a cohesive brand image that consumers can easily associate with (Kotler, 2016).

Visual storytelling plays a crucial role in conveying the brand's narrative and values, making it more relatable to the audience. By leveraging platforms like Instagram, YouTube, and Pinterest, online stores can reach wider audiences and create more meaningful interactions. Additionally, well-crafted visual content can improve user experience (UX), leading to higher customer satisfaction and loyalty (Scott, 2017).

In summary, the strategic implementation of visual marketing not only enhances the aesthetic appeal of an online store but also strengthens its brand equity by creating a lasting impression on consumers. This introduction delves into the multifaceted ways through which visual marketing can elevate the perceived value and competitive edge of online brands in the digital marketplace (Tuten, 2017).

The problem of the study is «What is the impact of Visual marketing via the Internet on The Relative Weight of The Brand in the entity under study». Accordingly, the study problem could be formulated through the following questions: What is the nature of the relationship between online visual marketing and the relative weight of a brand? What is the impact of the dimensions of visual marketing via the Internet on the dimensions of the relative weight of the brand?

This study also aimed to reveal the type and nature of the relationship between Visual marketing via the Internet and The Relative Weight of The Brand and to identify the impact of Visual marketing via the Internet separately, represented in Presentation method and Aesthetics of presentation ,Online Store Environment on The Relative Weight of The Brand, as well as Identify the reality of the practice of both Visual marketing via the Internet and The Relative Weight of The Brand in the entity under study. The importance of this study comes through working to guide the officials of the entity under study on the

significance of Visual marketing via the Internet and its important role in The Relative Weight of The Brand, as well as standing on the important role of both Visual marketing via the Internet and The Relative Weight of The Brand and its impact on enhancing the vital role of Visual marketing via the Internet and increasing its effectiveness, and finally providing some proposals that will Activating the role of visual marketing via the Internet and increasing the relative weight of the brand 'which increases the ability of electronic stores to increase their market share and contributes to enhancing the consumer's purchasing decision.

## 2. literature Review

Using a live display of the features, advantages, and benefits of the product, visual marketing piques consumers' interest and persuades them to make a purchase (Kumar & Yinliang, 2013), According to (Bhatti & Latif, 2014), online visual marketing is a tactic used by businesses or organizations to entice clients to make impulsive purchases by setting up and segmenting their online store to create a presentation. Because the products are appealing and visually appealing, the store's ingenuity and beauty come through, converting internet shoppers into prospective clients and eventually buyers. In summary, online visual marketing is defined by (El-Gammal et al. 2022) as the process of discovering and displaying products and their contents through the most effective use of the screen. Visual marketing, as defined by (Akhilendra & Aravindan 2023), is the act of physically presenting products in a business with

the intention of attracting and motivating customers to make a purchase. This involves coordinating the physical parts of the store to represent the product correctly.

The degree to which a consumer can see, hear, or feel the colors of the website, the image, the videos, and many other striking and appealing appearances has been characterized in numerous studies as display aesthetics (Xu & Schrier 2019; Islam, et al.2020).

Prior research has presumed (Moshagen and Thielsch, 2010; Cia and Xu,2011; Bhandari et al., 2019) that users are conscious of how websites and social media are presented aesthetically. Because it dictates the kind of electronic service offered and, more crucially, influences the customer's decision to buy or not, the online store environment plays a major role in the business's product promotion. If he decides to buy, will he be happy with the experience and decide to do it again? The environment of an online store is made up of various components, including product photos and colors, as well as the background, music, and video of the store. It is important to note that designing an appropriate environment for an online store can positively influence customer behavior and increase response rates, which directly supports the achievement of the online store's goal and helps customers achieve their objective of shopping easier and safer (Kim and choo, 2021).

increased customer interaction and the effectiveness of the online store's environment and features are positively correlated, as demonstrated by the customers' satisfaction with their purchasing experience and repurchase behavior (Ha et al., 2007; Song & Zinkhan, 2008). Store design refers to a collection of elements that have been found to influence the purchase behavior of e-store customers. These elements include images, colors, store backgrounds, and music (Szymanski and Hise, 2000; Phuong le 2018).

A brand's relative weight is a measure of its importance or market share as well as its perception among consumers. It is a gauge of a brand's significance and influence in relation to other brands within a specific sector or category. A brand's relative weight can be determined by considering several variables, such as market share, financial performance, brand recognition, brand perception, and brand loyalty (Parris, D.L et al., 2023). Prior research has presumed (Choi, J. et al., 2021; Ahmad et al., 2021; Martillo et al., 2021).

Brand awareness is the degree to which customers are aware of and comfortable with a certain brand. Stronger relative weight is indicated by high brand recognition.

Brand perception is the way in which people view and assess a brand. A higher relative weight is correlated with favorable brand perception.

Brand loyalty is the extent to which a customer sticks with a brand and makes additional purchases from it. High levels of brand loyalty raise the relative weight.

Market share is the percentage of the market that a brand takes up in relation to its rivals. Greater relative weight is implied by a larger market share.

Financial performance: The income, profitability, and growth of the brand that demonstrate its financial success. Strong financial results typically translate into a higher relative weight for a brand.

According to (Lee, J. et al., 2022) The degree to which a brand is identified and understood by potential customers is referred to as brand awareness. It is a measure of how well-known and recognizable a brand is among its intended market. Since it serves as the basis for brand recognition, brand recall, and brand loyalty, brand awareness is essential to a company's success.

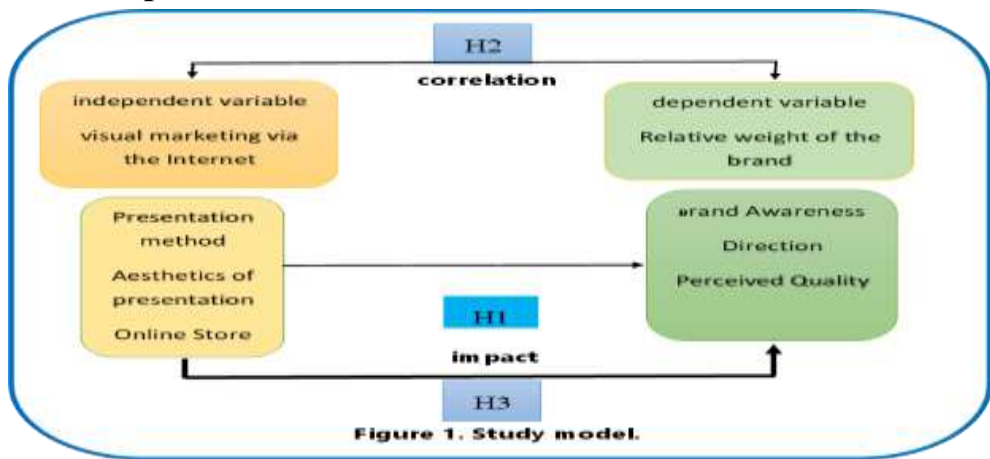
The term "brand orientation" describes a company's strategic approach that centers its business operations and decision-making around the brand. To develop a powerful and recognizable brand identity that appeals to consumers, it entails uniting the entire company around the brand and its core principles.) Sankaran, R et al., 2023).

The term "perceived quality" describes how consumers subjectively evaluate a brand's overall excellence or superiority in terms of goods or services. It expresses how the consumer



feels about a brand's capacity to live up to or surpass their expectations in terms of functionality, dependability, style, and other pertinent factors (Langga et al., 2021; Shi et al., 2022).

### 3. Conceptual Framework



### 4. Methodology and research methods.

The null hypotheses for this study are as follows:

**H1:** There is no significant difference in the perception of customers of electronic stores in Egypt of the variables of the study (dimensions of visual marketing via the Internet - and the relative weight of the brand).

**H2:** There is no statistically significant relationship between visual marketing via the Internet in its dimensions and the relative weight of the brand from the point of view of customers of electronic stores in Egypt.

**H3:** There is no significant impact of visual marketing via the Internet on the relative weight of the brand of customers of electronic stores in Egypt.

The researcher utilized a questionnaire to gather data about the research topic is (Impact of visual marketing via the Internet on the relative weight of the brand by applying on customers of electronic stores in Egypt (Noon, Jumia and Amazon)

Section I: To measure visual marketing via the Internet (the independent variable) was measured using (15) phrases distributed on the dimensions of visual marketing via the Internet and was measured according to the scale of many studies (Kim, 2003), (Phuong le, 2018).

Section II: To measure the dimensions of the Visual marketing via the Internet (dependent variable) measured using (9) phrases distributed over the dimensions of the relative weight of the brand and measured according to the scale (Trang et al., 2021).

The Likert pentameter was used in the questionnaire so that it was divided into five criteria according to the Likert model ranging from (completely agree, agree, neutral, disagree, disagree at all) and marks were given for the above five answers respectively (5, 4, 3, 2, 1).

Due to the lack of a specific framework for the study population and the difficulty of determining the size of the population and the spread of its vocabulary, and according to the data at the Central Agency for Mobilization and Statistics that the

total Internet users in the Arab Republic of Egypt in January 2023 is 80.75 million users, and since the community is more than 100,000 individuals, the researcher relied on a soft sample. The researcher used the online survey, which was designed using Google Forms and made available to customers of e-store applications. On social networking sites such as Facebook, Instagram, and WhatsApp, where the questionnaire was width from 25-12-2023 to 31-12-2023, and the number of lists obtained reached 344 correct lists.

Secondary data is needed for conducting research work, which is done by collecting it from recent academic articles, books and previous studies related to research topic.

## **5.Data Analysis**

### **Stability coefficient of Cronbach's alpha:**

The stability coefficient Cronbach's Alpha was calculated for the study tool (survey list) and through Table (1) the values of the stability coefficient are acceptable to all axes, where the value of the stability coefficient ranged between (0.778) for the third dimension of the independent variable "Online Store Environment" and (0.805) for the third dimension of the dependent variable. The value of the coefficient of truthfulness ranged between (0.821) for the third dimension of the dependent variable "Perceived Quality" and (0.833) for the fourth dimension of the independent variable "Perceived Quality".

From the above, we conclude that the data of the study sample have reasonable validity where the value of alpha exceeded 0.60% on all dimensions and axes, which indicates the stability of responses and the possibility of relying on the results and generalizing these results to the study population.

**Table (1)**  
**Cronbach's Alpha stability coefficients and survey list**  
**subjective honesty**

Dimensions	Number of paragraphs	Coefficient of stability (Alpha)	Coefficient of self-honesty
<b>Independent variable</b> (Online Visual Marketing)		0.812	0.832
Presentation method		0.807	0.823
Aesthetics of presentation		0.723	0.810
Online Store Environment		0.778	0.821
<b>Dependent variable</b> (Relative weight of the brand)		0.765	<b>0.841</b>
Brand Awareness		0.786	0.843
Direction		0.781	0.814
Perceived Quality		0.805	0.833

**Source: Prepared by the researcher from the outputs of the . SPSS V26**

### Hypothesis test:

**H1:** There is no significant difference in the perception of customers of electronic stores in Egypt of the variables of the study (dimensions of visual marketing via the Internet - and the relative weight of the brand).

Table (2) presents the results of the field study regarding the extent to which customers of electronic stores in Egypt are

aware of the study variables (dimensions of online visual marketing - and the relative weight of the brand).

**Table (2)**

**The extent to which customers of electronic stores in Egypt are aware for study variables.**

Variables	Mean	Standard deviation
<b>Independent variable</b> (Online Visual Marketing)	<b>3.98</b>	<b>0.923</b>
Presentation method	<b>3.77</b>	<b>0.944</b>
Aesthetics of presentation	<b>4.07</b>	<b>0.791</b>
Online Store Environment	<b>4.11</b>	<b>0.823</b>
<b>Dependent variable</b> (Relative weight of the brand)	<b>3.82</b>	<b>0.976</b>
Brand Awareness	<b>3.76</b>	<b>0.889</b>
Direction	<b>3.89</b>	<b>0.866</b>
Perceived Quality	<b>3.81</b>	<b>1.115</b>

**Source: Prepared by the researcher from the outputs of the . SPSS V26**

**Table 2 shows the following:**

- The average perception of e-store customers in Egypt of visual marketing via the Internet in its various dimensions has come high, as the general average of the dimensions of visual marketing via the Internet (3.98) with a standard deviation of (0.923), and this means that the level of practice of visual marketing via the Internet in its dimensions was high from the point of view of the study sample, and the averages of visual marketing via the Internet ranged between (3.77) A minimum and between (4.11) as a maximum.

- The Online Store Environment came after the highest dimension of visual marketing via the Internet in terms of the average perception of e-store customers in Egypt, reaching this dimension (4.11) with a standard deviation of (0.823).
- The Presentation method came after the lowest dimension of visual marketing via the Internet in terms of the average perception of e-store customers in Egypt, reaching this dimension (3.77) with a standard deviation of (0.944).
- The average awareness of e-store customers in Egypt of the relative weight of the brand in its various dimensions in electronic stores in Egypt was high, as the general average of the relative weight variable of the brand was (3.82) with a standard deviation of (1.115), and this means that the level of relative weight of the brand was high from the point of view of the study sample, and the average dimensions of the relative weight of the brand ranged between (3.76) A minimum and between (3.90) as a maximum.
- It came after Direction as the highest dimension of the relative weight of the brand in terms of the average perception of e-store customers in Egypt, as it reached this dimension (3.90) with a standard deviation of (0.866).
- It came after Brand Awareness as the lowest dimension of the relative weight of the brand in terms of the average perception of e-store customers in Egypt, as it reached this dimension (3.76) with a standard deviation of (0.889).

To test the existence of a significant difference in the perception of e-store customers in Egypt of the study variables (online visual marketing - the relative weight of the brand), the Kruskal Wallis test (one of the non-parametric tests to test the difference between several averages) was used.

**Table (3)**  
**Kruskal Wallis test results on study variables**

Dimensions	Kruskal-Wallis H	Sig.	Significant
Independent variable (Online Visual Marketing)	3.379	0.812	Insignificant
Presentation method	2.562	0.807	Insignificant
Aesthetics of presentation	2.309	0.723	Insignificant
Online Store Environment	2.113	0.778	Insignificant
Dependent variable (Relative weight of the brand)	2.759	0.765	Insignificant
Brand Awareness	2.230	0.786	Insignificant
Direction	3.701	0.781	Insignificant
Perceived Quality	2.287	0.805	Insignificant

Source: Prepared by the researcher from the outputs of the . SPSS V26.

By analyzing the data of Table (3), which presents the test results, it is clear that all the variables of the study are not significant at the level of significance (5%), as the values of P-Value (Sig.) are greater than the level of significance, which indicates that there is no significant difference in the perception of the study sample of the study variables (visual marketing via the Internet - the relative weight of the brand).

From the above, it is clear that the first hypothesis is correct, which states that "there is no significant difference in the perception of e-store customers in Egypt of the study variables (visual marketing via the Internet - the relative weight of the brand).

**H2:** There is no statistically significant relationship between visual marketing via the Internet in its dimensions and the relative weight of the brand from the point of view of customers of electronic stores in Egypt.

**Table No. (4)**  
**Pearson's correlation coefficients between online visual marketing and brand relative weight**

Dimensions	Presentation method	Aesthetics of presentation	Online Store Environment	Brand Awareness	Direction	Perceived Quality
Presentation method	1					
Aesthetics of presentation	0.419**	1				
Online Store Environment	0.437**	0.354**	1			
Brand Awareness	0.478**	0.489**	0.301**	1		
Direction	0.461**	0.370**	0.410**	0.469**	1	
Perceived Quality	0.477**	0.423**	0.431**	0.442**	0.401**	1

**Source:** Prepared by the researcher from the outputs of the SPSS V26

**\*\* Significant at 0.01**



**Table 4 shows the following:**

- There is a significant correlation between all dimensions of visual marketing via the Internet and the relative weight of the brand, where the correlation coefficients ranged between (30.1%) as a minimum and (48.9%) as a maximum.
- There is a significant correlation between the two variables of the study of visual marketing via the Internet and the relative weight of the brand, where the correlation coefficient between them reached (53.7%) at a significant level (1%), which means that increasing the practice of the dimensions of visual marketing via the Internet leads to an increase in the relative weight of the brand.
- The strongest correlation between Aesthetics of presentation came as one of the dimensions of visual marketing via the Internet and Brand Awareness as one of the dimensions of the relative weight of the brand, where the correlation coefficient reached (48.9%) at a significant level (1%).
- The lowest correlation between Online Store Environment came as one of the dimensions of visual marketing via the Internet and Brand Awareness as one of the dimensions of the relative weight of the brand, where the correlation coefficient was (30.1%) at a significant level (1%).

From the above, the second hypothesis is incorrect, which means that there is a statistically significant relationship between

online visual marketing and the relative weight of the brand from the point of view of customers of electronic stores in Egypt.

**H3:** There is no significant impact of visual marketing via the Internet on the relative weight of the brand of customers of electronic stores in Egypt.

To test this hypothesis (the simple linear regression method of the dependent variable) the relative weight of the brand (was used on the independent variable) visual marketing via the Internet in its various dimensions, and Table (5) presents the estimates of simple regression models .

**Table (5)**  
**the impact the visual marketing via the internet dimensions**  
**on the relative weight of the brand**

Dependent variable	Coefficient of determination R2	F (Sig.)	Independent variables	Estimates		
				B	T	Sig
Relative weight of the brand	0.077	32.251 (0.000)	Presentation method	0.761	7.456	0.000
				0.512	5.679	0.000
	0.221	86.713 (0.000)	Aesthetics of presentation	1.787	4.123	0.000
				4.764	9.312	0.000
	0.191	55.591 (0.000)	Online Store Environment	3.458	5.113	0.000
				0.761	7.456	0.000

Source: Prepared by the researcher from the outputs of the . SPSS V26

From the analysis of the data of Table (5), we find that:

- Presentation method: The results of the analysis showed that the value of  $F = (32.251)$  for the relative weight regression model of the brand on online visual marketing, which is a significant value at the level of (0.01), and the value of the

coefficient of determination (0.077), which means that the Presentation method explains (7.7%) of the changes that occur in the dependent variable (the relative weight of the brand) .

- Aesthetics of presentation: The results of the analysis showed that the value of  $F = (86.713)$  for the relative weight regression model of the brand on Aesthetics of presentation, which is a significant value at the level of (0.01), and the value of the coefficient of determination (0.077), which means that Aesthetics of presentation explains (22.1%) of the changes that occur in the dependent variable (Relative weight of the brand).
- Online Store Environment: The results of the analysis showed that the value of  $F = (55.591)$  for the relative weight regression model of the brand on the Online Store Environment, which is a significant value at the level of (0.01), and the value of the coefficient of determination (0.191), which means that the Online Store Environment explains (19.1%) of the changes that occur in the dependent variable (Relative weight of the brand).
- The regression coefficients are positive, which indicates the positive impact of the dimensions of visual marketing via the Internet (Presentation method, Aesthetics of presentation, Online Store Environment), as this indicates a positive relationship between the dimensions of visual marketing via the Internet and the relative weight of the brand, that is, the more interest of electronic stores in the dimensions of visual

marketing via the Internet, this positively affects Increase the relative weight dimensions of the brand.

- The most influential dimensions of the Visual marketing via the Internet on the the relative weight of the brand in the entity subject to application was the digital security dimension, which confirms what the researcher found through the analysis of the previous correlation presented, as Aesthetics of presentation represents the highest correlation ratio with the Relative Weight of the Brand (0.489).
- The least dimension of the relative weight of the brand affecting the relative weight of the brand in the entity subject to application was after the Online Store Environment, which also confirms what the researcher found through the analysis of the previous correlation presented, as the Online Store Environment represents the lowest correlation ratio with the relative weight of the brand (0.301).

From the above, the third hypothesis is incorrect, which means that there is a significant impact of visual marketing via the Internet on the relative weight of the brand from the point of view of customers of electronic stores in Egypt.

## **6.Findings and Conclusions**

- There is no significant difference in the perception of e-store customers in Egypt of the study variables (online visual marketing - the relative weight of the brand), and it was found

that the perception of e-store customers in Egypt of both online visual marketing and the relative weight of the brand was high.

- It came after the online store environment as the highest dimension of the visual marketing via the Internet in terms of the average perception of e-store customers in Egypt and came after The Presentation method as the lowest dimension of the relative weight of the brand in terms of the average perception of e-store customers in Egypt.
- Direction came after the highest dimensions of the relative weight of the brand in terms of the average perception of e-store customers in Egypt, and Brand Awareness came as the lowest dimensions of the relative weight of the brand in terms of the average perception of e-store customers in Egypt.
- There is a significant correlation between the two variables of the study, the dimensions of visual marketing via the Internet and the relative weight of the brand, which means that increasing the practice of the dimensions of visual marketing via the Internet leads to an increase in the relative weight of the brand of electronic stores, which is consistent with the study of (Chandon et al., 2009; Masai, 2011; Jain et al., 2013; Affonso, F. M., & Janiszewski, 2023).
- The strongest correlation between Aesthetics of presentation came as one of the dimensions of online visual marketing and the relative weight of the brand, and the least correlation between

Online Store Environment came as one of the dimensions of online visual marketing and the relative weight of the brand.

- The existence of a significant impact of the dimensions of visual marketing via the Internet on the relative weight of the brand in electronic stores. It was found that the most influential dimensions of the dimensions of visual marketing via the Internet on the relative weight of the brand in the entity subject to application was after Aesthetics of presentation , and the least dimensions of visual marketing via the Internet affecting the relative weight of the brand in electronic stores in Egypt was after the Online Store Environment In addition, the independent variable (visual marketing via the Internet) in its various dimensions explains (48.9%) of the changes that occur in the dependent variable (the relative weight of the brand), which is consistent with the study of (Chandon et al., 2009; Masai, 2011; Jain et al., 2013; Affonso, F. M., & Janiszewski, 2023).

## **7.Recommendations**

- The current research was prepared by the researcher to shed the light on the effect of visual marketing via the Internet on the relative weight of the brand by applying on customers of electronic stores in Egypt, below the points as researcher consideration and hope all the people who read this research take a benefit from the points as recommendation in this research such as below:

- Create attractive visual content: Create unique and eye-catching visual content that reflects the vision and values of the brand, and images, graphics, videos, and creative designs can be used to attract the attention of the audience and enhance its interaction with the store brand.
- Commitment to the visual identity of the brand and ensure that all the visual elements you use in online marketing are compatible with the visual identity of the brand, by using the colors, fonts and logos that distinguish the brand and enable the audience to easily identify it.
- Use social media effectively, by creating visual marketing campaigns through popular social media platforms such as Facebook, Instagram, Twitter, and YouTube. Take advantage of the features of these platforms such as paid advertising, comics, and live videos to engage with the audience in brand content.
- Investing in responsive design means not making sure that the visual content you post online is responsive and can be viewed and used perfectly on various devices and monitors, including smartphones, tablets, and desktops.
- Search engine optimization and meta structures by optimizing the store's images and videos using the appropriate elements in their descriptions and titles, while using keywords related to the brand and the products or services you provide to increase their chances of appearing in search engine results.

- Integrate interactive display strategies into your online visual marketing store strategy. While encouraging users to participate and interact with the content provided, such as comments, posts and contests, and to respond to user comments and communicate with them effectively to strengthen the relationship between the store and the audience.
- Brand stories can be very powerful in online visual marketing, by sharing impactful and inspiring stories that tell successful customer experiences with store products or services. These stories can help build trust and brand loyalty and motivate more audiences to engage with them.
- Monitor the performance of your visual marketing strategy and measure results using continuously available data analytics tools, use this data to identify areas that can be improved and enhanced, while continuing to improve your store strategy based on results and analytics.

## **8.Future Research**

- Conducting the study by centering variables such as media marketing mix, innovative promotion.
- Study the relationship between artificial intelligence technologies and branding.
- Study the relationship between relationship marketing and the relative weight of the brand.



- Study the relationship of visual marketing and mental image industry among customers.

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