



AESTHETIC EFFECTS OF BRAND IN ENHANCING CUSTOMERS' AFFECTION IN FMCG PRODUCTS

Muhammad Abdul Hanan

Student - Superior University

Corresponding Email: abulhanan2939@gmail.com

Muhammad Ali

PhD Scholar, Superior University

Abstract

This thesis discusses consumer response toward the product due to its aesthetic elements. Aesthetics and semantic aspects are emphasized in this work. The interaction between cognitive and affective response is considered. The role of aesthetic visual effects and other sensing elements is examined through the response of customers toward these elements. The fast moving consumer goods are sold quickly and at relatively low cost which requires to be managed with the actual great styling and semantic behavior. In concluding the thesis, elements in brand of FMCG and their attraction to customer enhanced by aesthetics and visual production is considered.

Keywords: aesthetics, product styling, customer's affection, FMCG

Introduction

The topic will be to examine the importance of branding due to its elements in a real business scenario. The different brands and their branding elements and the influencing customers will be the focus of the practical part of the thesis.

The thesis will inspect brands and brand elements, its history, how brands are created and how their elements are managed, what is the importance of these brand elements and what value do they craft for customers. The thesis will study brand elements on a theoretical basis and also the topic of branding on both a academic and applied point of view. The thesis will argue the theory of developing the brand elements for a company as a tool for managing a brand and emerging it. The thesis research material will be used to identify the marketing strategy of the brand and develop their brand strategy with respect to brand elements into a concrete and understandable form that will impact and influence more. It will create a uniform knowledge of what the brand stands for and how it will be communicated to the general public and serve as a framework for strategic decision-making for the company management.

As an important part of getting customers' attraction and affection, different from public relations or traditional promotion, aesthetics of any product or brand open a new unusual dimension to attract the customers' psychology; hence it helps the brand to satisfy its customers constantly. Nowadays, brand aesthetics including brand logo, color and packaging are the most popular way for any kind of introduction, and they are also the most effective method that can be utilized in the advertising. In this age of media war, it is essential to have a strong campaign and for strong campaign it is must that our product has strong aesthetic elements. Advertising process is based on communication phenomenon. (TAN, YE, THAN, & HANNING, 2007) narrate that advertising is any paid form of non-personal communication of ideas or products in the prime media. Visual play key role in developing all important association with the consumer's mind. The term "aesthetics in marketing" refers to promote sensory experiences related to the product, designed to contribute to the brand's identity. Aesthetic of a company is tied to multiple elements such as promotion, marketing, public relations and customer's attraction. The formal treatment of brand manifestations is the effective mean essential for the perception and knowledge of the brand. Brand aesthetics deploys the relational and semiotic dimensions of the brand. Aesthetics help to spell the difference between

successful and unsuccessful transactions. Brand aesthetics is new and fertile managerial notion which helps structure a lot of internal processes and understand consumer's reaction.

The design of the product determines consumer's first impression on the product and can quickly communicate product advantage. Design of product will generate consumer inferences regarding several products attributes. Product appearance can provide value in itself; many people like to buy the product which looks aesthetically pleasing. The aesthetic value of the product pertains to the pleasure derived from seeing the product, without consideration of utility (Hennings et al., 1980). Although it is to say that brand elements or aesthetics of any brand says more than a thousand words. Idea behind the print advertisement is to attract the customer and provide an easy message through these elements. Good aesthetics of any brand are based on strong feelings that create awareness and bond through strong communication phenomenon. And the Marketing communication is defined by (Czinkota, Ronkainen, & Moffett, 2004) that the process of creating a "commonness" of thought between the sender and receiver. Then the question comes up whether these aesthetics reach to the consumers and also match with the consumers' understanding. In this research work I will find a solution to measure the effectiveness of aesthetics of brand and level of affection of consumer.

Problem statement

Are the aesthetics of brand play role in enhancing customers' affection with brand in FMCG products?

Research question

Whether the aesthetics of FMCG brand has any impact on the affection of customer with brand?

Hypothesis

H_a = If brand aesthetics are attractive then the customer's affection enhanced.

H_b = The aesthetics of brand has no effect on the affection of customer.

Objective

Purpose of this study is to analyze the affection level of customers for FMCG products due to its aesthetic elements. We will add the point of view from the brand aesthetics that what they want to communicate in their marketing message and then we will compare it with the views from customers that what they interpret and how they feel when they see the specific product with specific aesthetic elements at first sight. Their opinion will give us statistics on the basis of which we can come to a conclusion that what level of affection is created among the customer and brand due to these elements. On the basis of these conclusions we will suggest some practical recommendations which can be used by the marketers to increase the customer affection level. This final thesis is an analysis into the exciting and wide topic of brands that is brand elements. The basic configuration of this thesis will include a general impression of brand elements, their history and the concept behind them. However, the thesis will be focused on the real-world application of brand elements theory based on the customers thinking about the brand because the brand elements convey a strong message to the customer's mindset. These brand elements are to differentiate itself in a way that customers will choose it over its competitors, with the help of creating and developing convincing brand elements that will be engaging to the target audience and relevant to basic competencies and strengths. It also requires the brand to have an element or elements that are capable of conveying the brand promise.

This thesis will deliver a general overview of what brand elements are, how they are significant, how they are dignified and managed and how this can theory be implemented into the case of different brands. The benefit of the thesis will be to the brands as well as marketers, as it will be a guide for their brand management process and will provide a frame for their brand strategy, tactics and methods that how to develop more appealing brand elements. The thesis will be able to offer both general theoretical material and background on the subject of brand elements, as well as implement the theory into practice. With the advantage of creating a working brand strategy that will enable the brand to distinguish it from its competitors, increase market share, make more revenue and enable future growth and new opportunities and create a unique emotional bonding with customers and create an existence for its brand in the market.

The central idea is that the thesis will create theory with practice and research to create a brand strategy. The brand strategy is meant as an elementary recommendation for the brands to use. They are allowed to use the thesis as a frame of reference for the management process of their own brand and future advancement of it. It will also help as a guide for employees of the brand/company, to create additional knowledge and awareness of brand elements a general knowledge and understanding of brands from a controlled perspective of brand elements, what brands are, what forms brands and the different factors that they hold within them. It is also important to understand brand management as a general process, through which an entire process of branding is directed. The practical portion of this thesis will associate and brand management and building methods and techniques as well as theory.

Literature review

It is accepted that full range of human senses influence response to design. "The consumer is also sensitive to style, even in the laundry room, and we have hit that well." - LG's VP Sales, Digital Appliance Division (Wolf 2004).

The quote mentioned above suggests that for the consumer acceptance and market success the aesthetic design of the product play a key function. Despite the critical role that a product's aesthetic design plays in consumers' purchase decisions, there has been relatively little academic research on this topic in the marketing literature. On the one hand, the impact of product aesthetics on consumer preference has been largely ignored in the modeling of consumer choice, mainly due to the difficulty of quantifying the physical appearance of products. But the aesthetic elements of brand impact the customers' mindset. The hedonic and symbolic attributes of the product may refer as the aesthetic of the product. And in the light of these aesthetic elements the customer buy a because the appearance of product make customer excited (Chitturi, Raghunathan, & Mahajan, 2008). And the other reason to portray himself as a unique and special in their social life stated by (Homburg, Schwemmler, & Kuehnl, 2015) (Zhang et al., 2014). While besides gaining the customers' attention the aesthetic elements also can be used as a signal to utilitarian feature of product. Its mean the aesthetic element not just attract the consumer through attraction but by also through conveying the message that the specific product is also to satisfy the customers' specific need. And as the topic of my research is related to the FMCG, so the utilitarian attribute of product is more considerable than the attraction factor because in FMCG, the customer want that product that satisfy him in different ways and more effectively. As according to the example of (Creusen & Schoormans, 2005), a handle indicates that a product is portable, and fewer buttons on a display can signal ease of use. In my present work I am going to throw light on the past researches on the product/brand elements and also explain their importance according to the researchers and also point out the gap that what they are missing in their researches.

In FMCG the aesthetics play a vital role because in case of these products there are just these aesthetic elements that help the customer to recall the brand because the brand cannot add any design or modify its product according to the customer so for FMCG there are only aesthetic elements to play with consumers' psyche. In case of FMCG the marketing strategy impact less than the availability of the product on the other hand the freshness is also mattered in this case. As compared to the other daily products the FMCG absorb more effect from the aesthetic of product or brand. Before I move toward the impact of different elements of aesthetic on FMCG I should like to through some light on impact of aesthetic elements on some other products. It is a fact that each and every element of a brand has an impact on consumer. The color, the brand attitude, the customer service, the brand first impression each and every element is important and impacts the purchase decision of the consumer. And in now a day the aesthetics of brand is also a point to focus. There are numerous studies that explain the impact of brand aesthetics on the response of consumers (Veryzer Jr, 1993) (Yamamoto & Lambert, 1994). "However, a consumer might respond favorably towards the aesthetic dimension of a product but refuse to buy it because it looks childish" (Creusen & Schoormans, 2005). Its mean that the aesthetic effect such as smell of the product attract the customers 'attention and support him in making a purchase decision but the visual effect in which the product look like childish take the customer in the denial mode. This shows that the brand elements have a definite impact on the purchase decision of the customer. And the impact of aesthetic effect also impact strongly because that most of the time customer is not mentally clear to make a purchase of some specific product and they try to make a purchase of product that is lookin good, have owsum feel and smell etc.. As illustrated that when consumers make the decision to purchase at the point of sale, 68% enter the store without a definite product in mind (Rettie & Brewer, 2000) (Pelsmacker, Janssens, Sterckx, & Mielants, 2006). This means that most of the time consumer is not sure that what he will going to purchase mean what brand is going to be chosen by him to satisfy his need while entering the store. As the study shows that the most of the

customers are not sure about their purchase decision then point comes that the number of alternatives may also confuse the customer because customer has very limited time to judge all the aspects of product and make decision. According to (Pieters & Warlop, 1999) Even in situations in which consumers make complex decisions between 6-12 alternatives, they make their decision within 6-18 seconds. In such a limited time consumer has to face number of brand attributes to make his decision i-e price of the product, quality, quantity, logo, name, smell of product etc. so in this scenario the product with good and attractive aesthetic elements took the lead and convince the customer to make purchase. Not only convince the customer but some time also forces the customer to buy particular product as impulse buying.

But it is also a factor that all the attributes of brand or product are not considered by the consumer at the same time. In some situation customer want to buy less expensive product and in any other situation the consumer want to buy a product with charming design and attractive look. And it is also a factor that the all the attributes of a product make an image in the mind of consumer and consumer took all of them as one. So as per the literature on Gestalt theory (Koffka, 1922) “Human beings perceive an object not from the individual elements of the object but rather from the holistic “gestalt” of all elements as a holistic design”. For example, if consumers want to buy a new mobile phone, they do not individually consider each design element, such as shape, color or imagery; rather, they form an overall feeling of the holistic design as “all elements working together as a holistic design” (Orth & Malkewitz, 2008) “Research has shown that consumers respond more favorably to product design that follows the

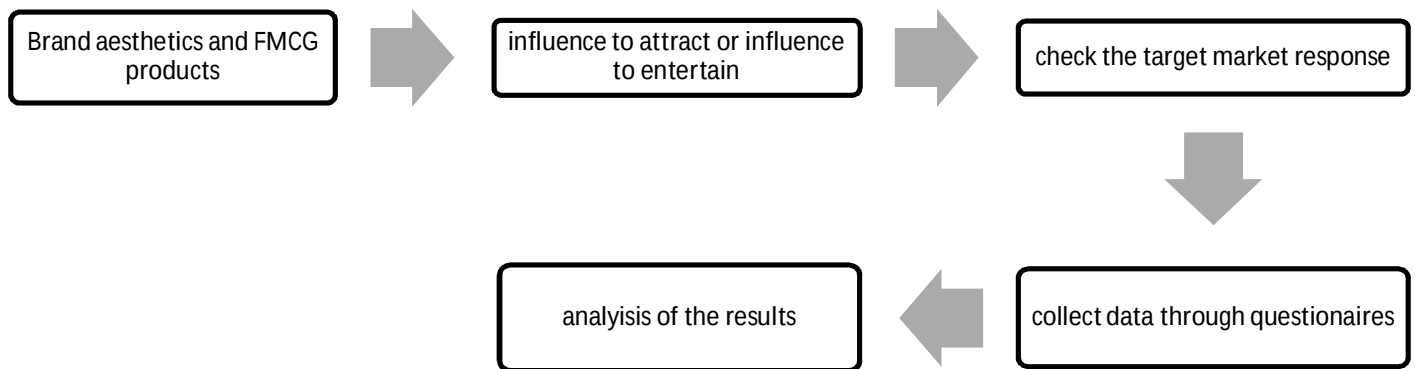


Fig 1: theoretical framework of the study

Methodology

This chapter discusses different aspects of the research methodology which includes design of research and the collection and analysis of collected data. The main focus of this chapter is: to justify the methodology of the study, secondly to explain the research methodology used in this study and to express how data collection and analysis is utilized in this study to answer the research questions and to meet objectives outlined in introduction chapter. I have used quantitative technique in this study to assemble information and to find out whether there is any association among the two variables independent and dependent used in the study.

In conducting this study descriptive survey design has been used. This Descriptive survey design is suitable because it involves collecting data in order to test hypothesis or answer questions concerning the current status of subjects of the study. (Peterka, Meroney, & Kothari, 1985) stated that descriptive design is mainly focused in describing, recording, analyzing and reporting conditions that exist or previously existed. In this research project, the researcher has used a sequential exploratory procedure (quantitative), because the researcher used the result of quantitative response to gather data from customers.

Sample Design

I have collect data from customers of FMCG products. I have made questionnaires in which questions contains are adopt question from those studies which have been already done on brand elements select 100 respondent from different places which include male and female.

For quantitative information gathering, testing was executed utilizing the system of non-likelihood inspecting. Judgment (purposive inspecting) was additionally chosen for quantitative information, since it empowered the analyst to choose the specimen in view of her own judgment about a few qualities required from the example component (for instance a respondent ought to be a client who have after deal benefit more than once and accessible at the organization after deal benefit station in Nairobi. This is on the grounds that as Fogli (2006) demonstrates one 14 impediment of consumer loyalty surveys is breaking down client sees relying upon one particular administration representatives while they associate with more than one worker

Data analysis

To describe the sample characteristics in the data analysis report, respondent's profile such as age; gender has been analyzed in the form of table. The techniques of analysis used in this study are descriptive (percentage, frequency), to understand the relationship between the dependent variable (customer affection) and independent variable (brand aesthetics) inferential analysis (regression and correlation analysis) have been used. All the study variable scales will be ranked in 5 Likert scales

Table 1: Cronbach's alpha And sphericity test

	No. of items	Measeure of sampling adequacy	Test of sphericity	Test of sphericity sig
Brand elements impact	4	.435	771.529	.000
Brand awareness	5	.554	674.495	.000
Perceived quality	2	.656	634.317	.000
Brand affection	5	.490	773.600	.000

Table 2

Constructs	Valid number	Number of items	Cronbach's alpha
Brand elements impact	100	4	.785
Brand awareness	100	5	.821
Perceived quality	100	2	.899
Brand affection	100	5	.931

Discussion and conclusions

At the last of the thesis the chapter comes of discussion about all the working that has done in this research work. As my topic is about the elements of brand in FMCG and its impact on the customer and how can we use the aesthetic elements to enhance the affection of customer with the brand.

For this I first explain in literature review that how the elements of brand impact the mid set of the customers through the different researches and then also explain that how marketers use these elements as marketing tools. Now in the modern era these elements are acting as focus point among the customers because the customer can perceive the quality of product through these elements. It was also explained in this study that how these elements are useful to get attraction and attention of the customers but the point is if these elements are used to attrct the customers then why not to create the affection among the customers and the brands. In my study I tried to calculate the impact of these elements in creating the affection in the mind of the customer related to the brand. For which I first develop a questionnaire and then filled it through the different people and the results show that yes we can use these elements to enhance the affection about the brand in the mind of the customers. First I check the reliability of the data that I collected and then apply different tests to check whether the really it create affection or not then the results show that there is a relationship among these elements and the customer's affection.

Recommendations

Based on the findings of the study, the researcher forwards the following suggestions for the marketers to design the different brand elements or aesthetics for FMCG products. First, there need to be more focus on one-dimensional/basic requirements. To get an increase in the satisfaction and loyalty of customer with brand is also possible by presenting the product in more attractive way. In addition, the reduction or change of complex elements may help to reduce or avoid the dissatisfaction of customers, because the complex element create complexity among the customers and most of the customers avoid to buy product with such type of elements. Through the regression analysis the result proves the significance of these elements or aesthetics in case of FMCG products for overall satisfaction and affection of customers, Hence to enhance the affection of brand with the customers the marketers should play with these elements as they are the tools to aware the customer, create strong affection and loyalty among the brand and customers.

Suggestions

In addition, the researcher suggests that in modern era of advertisement or competition your brand should be different from other. Not just different to others but also attractive and appealing to the customers. Due to which these elements of brand or aesthetics of brand can be used as a main tool to create awareness of your brand and not just create awareness but also develop affection among the brand and customer through which a brand can develop strong competition among the market. On the other hand, the researcher suggests that for FMCG products the packing is one of the most important tool to create a pulse buying behavior among the customers and that behavior is benefice in case of FMCG product to boost up the sale and hence generate the revenue.

Finally, the researcher recommends to those researchers who have an interest in aesthetic aspects of brand to conduct a study on brand elements and its impact on customer satisfaction and affection should take as a tool of marketing that definitely enhance the awareness and affection that increase sales and ultimately boost up the profits and market shares.

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