Usage of Visual Communication Design on Consumer Behaviour

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Abstract

In the present time maximum people prefer online shopping for their errands, social media for communication. Visual communication design is used to target consumers. The high quality visual improves the visibility of marketing content. With the online video success and the upswing of quick and easy sharing with social media, visual communication has arisen as the prime method to engage with today's audiences. The design of visual communication relies on the drawing as the key component of visual language which supports the conception and visualization of ideas. It influences audience's choices on what they think, they need or want. If the information is presented in an attractive way so audience convinces them to take an action and anyone can says that it is successfully designed. It is use for interactive advertisement and to influence consumer. This research paper discussed about the impact of visual communication design on consumer behaviour also discussed advantages of visual communication design.

Keywords: Visual Communication, consumer behaviour, design

Introduction

Visual Communication:

Visual communication is a mode of communication that persons get through the reading or seeing. It is one of the best techniques used by the people for communication and information sharing. It expresses an idea or piece of information by using different gestures, signs, postures and anything that can be expressible. It is a method of effective and efficient graphical representation of information. There are many type of visual communication content some of these are: motion graphics, infographics, interactive content etc. These embrace the elements like iconography, graphs, illustration, data visualization, animation and interactivity. Visual aids like graphs, maps, poster, screen based media etc. are used for better communication. Visual communication transforms the market. Visual communication is communication of ideas through visual display of information. Such type of communication is mainly related with two-dimensional images, which includes art, signs, photographs, font, drawing, colour as well as electronic resources. Current research in this area have focused on web design and graphically oriented usability. It's all part of what can be used to visually communication with the audience.

With the advent of photography, television and moving images, imagination of humanity flared and is confirmed by the fact that visual communication has greater power than the written word. With each new technology, visual communication is becoming more powerful and people have confidence in it.

In the near future social, economic and technological trends will be harmonized to create a unique opportunity for new and innovative forms of visual communication. This combination of factors will lead visual communication becomes essential in our personal and professional lives. Consumers demand new and richer experience, and the application of visual communication allows this. Visual appearance of the product is the key determinant that affects the consumer reaction to the product's success. Estimates by consumers relate mainly to the elegance, functionality, social importance, and are based largely on visual information. Visual product attributes are often the centre of satisfaction of consumers' desire and with them they actually meet their needs.

There is difference between graphic design and visual communication design. Some of the people find confused between these two terms. Visual communication is mainly focused on communicating with customer or client by using visual tools. It needs skills like animation, illustration, graphic design, photography and editing of photos or videos.It also includes animation, digital photography, mixed visual media and many more. Whereas graphic design is used for compressive advertising and marketing, better campaign, website design and print materials. For graphic design skills and expertise of commuter applications is needed like Adobe Photoshop.

Advantages of visual communication:

1. With the help of visual communication aids we can able to deliver information more clearly and directly.
2. Compare to verbal communication, visual communication is more flexible. It bridges not only geographic distance but also cultural references.
3. Visual aids are more take hold of consumer attention and more engaging. It creates sense of excitement and involvement of the consumer.
4. There is stronger impact of pictures and illustrations compare to words.
5. Visual communication eliminates the hurdle of language differences.
6. It enhances understanding of the topic.

Research is very important in the field of visual communication design in order to predict futures for understand social needs.

Elements of Visual Communication Design:

An image is a complex mode of visual communication, which is analyzed in relative to colour, form, design, and other technical properties. The important role of images in the field of advertising is to create optimistic experiences and feelings related with the advertised matter, which might take a receiver's response. In order to impact consumers, images should communicate claims, evaluations, and express offers. Advertisements are a form of

persuasive writing. Effective visual advertisement tells a simple story quickly; asks consumers for certain responses; easily understandable; and appeals to the consumer's emotions using pictures, slogans, and symbols.

The elements of design take into consideration lines, colour, texture, shape, form, value, and contrast.

1. Lines refer to the mark on a surface that portrays a shape or outline. There are different types and styles of lines such as vertical, horizontal, diagonal, and contour.
2. The second element is concerning colour. Colour signifies specific shades that act as powerful image builders. All the existing colours are made with the primary triad (red, blue, and green). Red portrays youthfulness, power, and action; blue depicts relaxation; and green implies organic, growth, and hope. There are also complimentary colours that can produce dull and neutral colouring.
3. The third part found in visual design are the concept of texture, the degree of roughness or smoothness in objects. This element refers to the surface qualities of an object. Smooth surfaces usually suggest stylish and polished tastes while rough surfaces suggest toughness.
4. The next part in the visual design is regarding shapes, 2-dimensional line with no form or thickness (flat objects). Each shapes provides motivation to build images and demonstrate different meanings; a circle indicates eternity and virtue; a line suggests freedom; triangles focus peoples' attention upward, while squares often suggest practicality and usefulness (Lidwell et al., 2010).
5. The fifth part in visual design that emerged from the concept of shapes is form, a 3-dimensional object having volume and thickness. It refers to a 3-D effect that involves the usage of light and shading techniques.
6. The next part in visual design is value. This component refers to the degree of light and dark in a design. It is nothing but the distinction between black and white and all the tenors in between.
7. The seventh part in visual designing is contrast, the extreme revolutions between values.
8. Finally, the last part of visual design is the perception of size, the differences in the magnitudes of objects, lines, or shapes (Lidwell et al., 2010).

Visual Communication Design which is view as an emotional tool:

View is the most important intellect in humans which allow them to discover and understand the world. Often exceeds the other senses, and has the power to convince people beyond any logic. According to the book "Brand Senses", the research that was done with food and drinks prove that. The results showed that when removed colours and flavours, there are only thirty percent of those who have tried cherry juice and was able to recognize the taste. Forty per cent of respondents thought they actually drinking lemonade. [10]

Visually attractive binding, with clear colors and exactly measures designed much better and create a strong connection with the consumers. "The colors are sensations, not substance." [4]

Products that can be transformed into a sensation are thus which are winning. Each of emotional branding strategy must consider the effect that colours have on the brand. Colour conveys critical information to the consumer. Colours trigger very specific responses in the central nervous system and cerebral cortex. They can trigger thoughts, memories and certain models of perception. Carefully selected colours allowing consumers to understand and accept brands. The effect of the colour arises from cultural connections and from psychology. Colours of short wavelengths are soothing. Blue colour, for example, lowers blood pressure and pulse. Yellow is the colour of medium wavelengths. This colour is the brightest and most easily attracts attention. This is the main reason the "Yellow Pages" is right in yellow. [5]

The human brain first registered colour than the form and content. Choosing a colour that will create identity requires extensive knowledge of colour theory, a clear vision of how the brand will be perceived and differentiated. Some companies, organizations and even individuals are so fundamental in choosing colours, as they already have that colour in their minds. But, colour can be used in reaching the objectives also, which is much more than a simple recognition of the brand. It can be used to provoke emotions, expressions of personality and build an important connection with the people that surround the brand.

Packaging the Products:

As there are a growing number of available products at a market, companies must increasingly strive to attract consumers to their products. Manufacturers pay special attention to the habits, attitudes and choices when purchasing to design their packaging to attract customers to various target markets. Due to the increasing need for a different design of packaging, many specialized companies have been developed. Design today seems a developed industry, and all the elements of package design (including the shape) are carefully reviewed before the introduction of new products.

The packaging design has developed a visual language that helps consumers to identify products of a certain type, price or use. In some product categories this language is so taken root that consumers expect to see a certain colour, style and graphics processing on a particular product. For example, assume predominantly white and other light colours on the products for milk and other dairy products. This is due to the success of a particular brand, so that other competing products follow a style similar to that adopted by the market leader. One of the important issues that brand owners, as well as graphic designers today need to ask themselves is whether their brand should use language of categories or need to invent their own way of communication. [6]

Visual Communication Design and the Important Role of Colour:

Colours have a huge impact on the induction of attention, interest and decision making. The attitude of consumers to research their colours and emotional capacity significantly

determine the colourist solutions in product design and advertising. The wrong choice of colours has led to many major business failures.

The symbolism of colour is applied differently in different nations. Religious peculiarities and political circumstances can give a different meaning in different periods for the same colour.

Colour runs emotions and amplifies the impression which operates mostly subconsciously. The colours, in addition to be passive, active and neutral, have their positive and negative meanings also.

Yellow: Positive meaning of this colour is prudence, clarity, intelligence, joy, organization, spring, and negative meanings which carry with it are the laziness and cynicism.

Blue represents tranquillity, love, aristocracy, acceptance, patience, understanding, cooperation, comfort, loyalty and security. The negative meaning of the blue colour is fear, coldness, passivity and depression.

Orange means steadfastness, courage, confidence, friendship, warmth and energy. Negative meanings are ignorance and inferiority.

Purple is linked to witchcraft, sophistication and faith, but on the other hand represents the prohibition.

The green colour has elements of wealth, health, nature, hope, growth, freshness and responsibilities. In addition, it also means envy, guilt, jealousy and disorder.

The black colour represents the seriousness, elegance, drama and loyalty, but on the other hand, it carries the connotation of evil, death, emotional coldness and ignorance.

The white colour symbolizes purity, freshness, lightness and goodness but is renowned for the winter, cold and remote.

The red colour symbolizes love, passion, joy, or some shades of these colours (dark red) represent the devil and the revolution.

The colour depends on our perception of things; it is unrealistic because everyone will see things differently colored. The colours are changed through the centuries, their meaning depending on the time and cultures. The colours are full of meaning: flooded, look red or green with envy, blue blood ... The symbolism of colour are built through history, religion, beliefs and traditions. Practically every race and culture has its own symbolism associated with certain colours. Colours affect people, not only visually, but also psychologically, they have their own philosophy.

Colours are telling us always more than what we read from them and it is important to find at least which colours affect us so that we can organize our world and our colours. Colour emotion can be defined as the relationship between colour and psychological reactions of observers. A more complex definition would be that there is a relationship between colours

and triggered a psychological reaction which depends of the configuration and the context of the visual experience.

Many religions are associated with colours. But, using colours should pay attention to the following:

- The green colour is considered as a sacred colour of Islam.
- Judaism is represented in yellow.
- In Hinduism, many gods are with blue skin.
- White colour is linked to peace in many religions.
- Purple – is a symbol of power and wealth. It also represents wisdom and spirituality. But it rarely occurs in nature.
- Yellow - is often described as a lively and warm. This colour is least eye-pleasing due to the high amount of light that is reflected. These colours can cause a feeling of frustration and anger.

The second main element is concerning is advertisement. Advertisements are typically demonstrates standard of living, relations, behaviour, principles, and cultural norms. Hence, a huge number of imaginary exists in the world of advertisements. Visual imagery is beneficial in capturing the attention, motivating curiosity, indicating product features and benefits, and creating identity.

The main topic of advertising a product or service is to draw the attention of consumers and to investigate the impact of advertising on consumer behaviour. Many aspects influence their behaviour; among them the most important roles are psychological and cognitive, emotional and behavioural. Marketers pay special attention to the consumer with the aim to attract their attention and keep them. Many factors, specific features and characteristics influence consumers in their decision-making process. The decision is a result of the acquisition, of each of these factors.

With the increase of the variety of product and services in the market, focusing consumer awareness is more important. Marketing performance, such as the practice of advertisements, have become important. Advertisements can create impressions from end to end visual imagery or text based imagery (Köksal, 2013). Television commercials, magazine ads, and other different types of forms of advertising frequently using visual designs and aesthetics in an inspirational way to attract viewers' attention to affect perception, influence, and ultimately behaviour. Visual communication designs help in generating creative advertising, which guides to ad efficiency on consumers.

The dominant sense of view, which often exceeds all other senses, has sometimes the power to convince beyond any logic. By cautiously selecting the colour in visual communication with consumers, a better understanding can be archived, as well as the activation of the central nervous system to initiates and thought processes, memories and certain models of perception.

Consumer Behaviour:

Consumer behaviour is the study of consumers and the process they use to choose, consume and order of product or services which also includes mental, emotional and behavioral responses of consumers. Understanding consumer behavior is animportant feature of marketing. Consumer behavior is the revision of how individuals make decisions about what they purchase, would like, require, or do something in regards to a manufactured goods, service, or business. It is very difficult to understand consumer behavior to know how potential and prospective consumers will react to a new product or service. It also helps companies to recognize opportunities that are not currently seen.

It is very important for the marketers to understand and influence consumers buying decision. By understanding it marketer can fill the gap and identify the products that are needed. "Research world over has proved beyond doubt that irrespective the visual aspects of presentation of a product, the products brand name stands out as the most influential factor." [8] "Visual display is another important aspect influencing purchase decision making." [8]

Online Consumer Behavior:

Online shopping is the easy way out for busy life in today's world. In the previous time, there had been a huge change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the buyers or consumers feel very convenient and comfortable with online shopping. Online shopping saves important time as consumer is busyandaverse to spend much time in shopping.

All the goods or products in online stores described through text, photographs, and with multimedia file with links having extra information about their product. Alternatively, some of the online consumers are a risky explorer, fun huntsman, shopping lover, and some are expertise muddler, extreme dislike waiting for the product to ship. Therefore, online consumer behaviour (user act during searching, buying, using products) became a modern research area for an increasing number of researchers to appreciate this exclusive nature of online shopping.

"Successful visual communication influence the creation of consumer attitudes, directs them on what and how to think and persuade consumers to finally take action. Visual communication provides consumers with new and richer experience." [1]

According to Nancy Reighn-Garron" people are definitely influenced by layout and design". [12]

Authors EimanNegm andPassentTantawiin their research paper concludes that "Images can convey complex concepts in a brief manner, and visual elements can improve understanding and stimulate various feelings and outlooks. Design and aesthetics have a thoughtful impact on how users notice information, learn, judge trustworthiness and usability, and eventually assign value to the promoted matters. Images and texts, when in harmony, work well together." [2]

Consumers demand innovative and more affluent experience and the application of visual communication let this happen. Visual appearance and look of the product is the important factor that affects the consumer reaction to the product's success.Assessments and appraisal by consumers relate mainly to the elegance and grace, functionality, social significance, and are based largely on visual information. Visual product attributes are often the centre of satisfaction and fulfilment of consumers' desire and meet with their actual needs.

Conclusion:

The researcher believes that visual communication design plays and important role in decision making of consumers. Today maximum people do their shopping online because of time issues. Visual communication is effectively creates the advertisements or marketing of the product with efficient visual aids which is used for influenced the behavior of the consumer concerning companies product.As per the researcher visual communication designs have great impact on consumer behavior and their decision making. A great visual can have great impact concern to buying decision of the consumer.

Marketer is able to enhance their business by utilizing visual communication for the betterment of their business and to influence their targeted audience.

The human brain before the forms and contents register the colour, so it is very important to have extensive knowledge of colour theory which is described deeply by researcher in this paper, in order to create high-quality identity and to differentiate the product on the market from the other competitors. Colour affects how product will be perceived by consumers. Colour can provoke emotions, and thus the researcher can build an emotional connection between brands and consumers as well as the positive behaviour of consumers, which is the primary role of visual communication design.

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