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Click to Buy: The Impact of Brand Image and Visual Appeal on Online Consumer Behavior

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ABSTRACT

The rapid development of e-commerce has encouraged companies to build stronger branding strategies to attract the attention of digital consumers. In this context, brand image and brand visual appeal are two important elements that influence online purchasing decisions. This study aims to analyze the influence of brand image and brand visual appeal on consumer purchasing decisions on e-commerce applications. Quantitative methods are used in this study by collecting data through surveys of active users of e-commerce platforms. The results of the analysis show that both brand image and brand visual appeal have a positive and significant effect on online purchasing decisions. This finding indicates that positive perceptions of brand image and attractive visual appearance can increase consumer interest in making purchases. This study provides strategic implications for e-commerce business actors to consistently build a strong brand image and pay attention to visual aspects in product design and presentation on digital platforms.

Introduction

The rapid development of digital technology has brought about significant changes, especially in consumer purchasing patterns (Rietveld et al., 2020; Ryu & Ryu, 2021). One of the groups that has the most influence in this transformation is the generation-Z group. As stated by Friscilla & Yap (2023) that generation-Z is known as a digital native where they are familiar with digital technology, the internet, and social media. This generation is very familiar with devices such as smartphones, tablets, and online platforms such as Instagram, TikTok, and YouTube. In the context of e-commerce, generation Z shows unique and different preferences compared to previous generations (Jusika et al., 2024; Kim & Chao, 2019). They not only judge a product in terms of quality or price, but also pay attention to the emotional values, image, and brand identity offered (Nguyen, 2019). In this case, the role of brand image becomes very crucial. Brand image refers to the perception and impression formed in the minds of consumers towards a brand, which is built through visual communication, brand narratives, user experiences, and reviews from other consumers (Surjono & Johan, 2025). For Generation Z, brand image is not just about logos or packaging designs, but also reflects their lifestyle, values, and identity (Noor, 2017). Therefore, brands that succeed in building a positive and relevant image tend to be more likely to attract attention and influence their purchasing decisions. On e-commerce platforms, where brand information is widely disseminated and accessible at any time, brand image plays a strategic role in creating trust and differentiating one product from other similar products (Gunawan et al., 2021). However, although the importance of brand image has been widely recognized in various literatures,

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there is still a gap in understanding how brand image specifically influences Generation Z purchasing decisions. This suggests the need for further research to examine in depth the relationship between brand image and online purchasing behavior in this generation (Nugroho et al., 2022).
In addition, the role of brand visual appeal is also an important factor in understanding consumer purchasing decisions (Ramish et al., 2023). According to Utama (2018) visual elements such as logo design, color, packaging, and the overall appearance of a brand can create a strong first impression and influence consumer perceptions of product quality and credibility. For Generation Z who are accustomed to fast and aesthetic visual content, the visual appeal of a brand not only functions as a communication tool, but also as a form of representation of self-identity and lifestyle (Fadillah et al., 2023). Therefore, the integration of brand image and visual appeal is an important combination in building brand competitiveness and driving purchasing decisions among this young digital generation (Fadillah et al., 2023). Although various studies have revealed the importance of brand image in influencing purchasing decisions, as well as the role of visual appeal in attracting consumer attention on digital platforms, most studies still discuss these two aspects separately. In fact, in the context of increasingly visual and rapidly changing e-commerce—especially among the digital youth—consumers not only consider brand image cognitively, but also respond affectively to the visual appeal presented (Salhab et al., 2023). Thus, there is still a research gap regarding how the integration of brand image and visual appeal can synergistically shape consumer perceptions and drive purchasing decisions. Moreover, studies that specifically link the combination of these two elements in the context of e-commerce and the behavior of the digital youth are still relatively limited. This study seeks to fill this gap by investigating the simultaneous role of brand image and visual appeal on consumer purchasing decisions in increasingly competitive e-commerce platforms. This study can also provide practical contributions for business actors to pay more attention to brand image and the visual elements they display on digital platforms (Saraswati & Giantari, 2022). By understanding how these two aspects influence consumer decisions, business actors can design more effective marketing strategies that are relevant to the preferences of the younger generation, and are able to increase brand competitiveness in an increasingly competitive digital market.

Literature Review

Brand Image and Purchase Decision

Brand image as stated by Salhab et al. (2023) is one of the essential factors in maintaining or increasing business sales. According to Jamila & Siregar (2022) Image is the public's perception of a company or its products. A good image of a product will benefit a company, because consumers will indirectly recommend the product to others related to the brand they trust and can feel the benefits. Conversely, a bad image of a product will make consumer perceptions bad. According to Clarissa & Bernarto (2022) brand image is a picture that contains various kinds of information for someone so that the person can choose, interpret, and organize the shape of the product. Brand image is an asset that shapes customer confidence in a brand (Ryu & Ryu, 2021). The accounting dimensions of brand image, such as meaning, attributes, and brand associations, shape customer perceptions and influence their beliefs about brand value (Rietveld et al., 2020). Popular brands have a significant market presence, and their reputation plays an important role in the minds of customers [9,10]. The benefits of brand image are related to five aspects: experience, symbolism, functionality, social change, and appearance (Clarissa & Bernarto, 2022). Customers learn about products and brands through advertising, which enhances brand image. Image influences thoughts, feelings, and opinions and can be the basis for decision making. Brand image is a consumer's perception of a product or company that is formed through experience, communication, and direct or indirect interaction (Rahmawati, 2020). In the decision-making process, consumers do not only rely on rational aspects such as price or specifications, but also involve emotional aspects formed by brand image. Therefore, companies need to build and maintain a strong and consistent image through effective communication strategies, good service, and relevant brand presence across multiple channels, especially in today's digital era (Maulana et al., 2023)(Wijaya, 2023).
H1. Brand image has a positive effect on purchasing decisions.

Brand Visual Appeal and Purchase Decision

Brand visual appeal or brand visual appeal is one of the elements in modern marketing strategies that plays a role in shaping consumer perceptions of a product or service (Fadillah et al., 2023). Visual elements such as logos, colors, typography, packaging, website design, and social media aesthetics become visual representations of the brand identity itself. When these elements are designed consistently and attractively, they are able to create a strong and lasting first impression in the minds of consumers. According to Ryu &

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Ryu (2021) visual appeal has a significant influence on decision making. Attractive visuals not only strengthen trust in product quality but also trigger positive emotional responses (Zhang et al., 2021). This is especially relevant in a competitive and information-dense market, where consumers tend to be attracted to brands that visually look professional, modern, and fit their lifestyle. Visual branding is very important because it helps create an identity for a brand that is in line with its target audience (Utama, 2018). The emotional connection built through visual branding has a significant impact on consumer behavior. Rahmawati's study, (2020) revealed that consumers tend to buy products from brands that evoke positive emotions through elements (Ryu & Ryu, 2021). This emotional engagement is often facilitated by storytelling through brand visuals that effectively communicate their narratives visually tend to be more memorable for consumers.

H2. Brand visual appeal has a positive effect on purchase decisions

Method

This study used a quantitative research design to examine the factors that influence consumer purchasing decisions. A cross-sectional survey design was used to collect data at a single point in time. The target population of this study consisted of users of e-commerce service applications (Shopee, Tokopedia, Facebook, etc.). Respondents were selected using a purposive sampling technique, which ensured that all respondents were active users of the platform, resulting in 108 respondents. Data were collected through an online questionnaire distributed via Google Forms and shared on social media platforms frequently visited by e-commerce service users. The survey instrument was structured into several sections. The first section collected demographic information, including age, gender, and frequency of e-commerce service use. The next section measured key variables, namely brand image and brand visual appeal. These variables were assessed using a 5-point Likert scale, ranging from 'strongly disagree' to 'strongly agree'. Data analysis was performed using SPSS statistical software. Descriptive statistics, including means and standard deviations, were calculated to summarize the demographic characteristics of the sample and the distribution of variables. Multiple linear regression analysis was conducted to test the hypothesis, testing the influence of brand image and brand visual appeal on online purchasing decisions. Prior to the regression analysis, instrument tests and classical assumption tests were assessed to ensure the independence of the predictor variables.

Measurement of Variables

This study aims to examine the influence of brand image and brand visual appeal on online purchasing decisions on e-commerce platforms. The items in this study refer to the results of previous studies. Brand image is measured by four items adopted from research (Desmaryani et al., 2024; Rahmawati, 2020), examples of items are "The website is easy to use," "Fast and responsive service," "The checkout process is not complicated.". Then, brand visual appeal is measured by four items adopted from research (Fu, 2022; Ramish et al., 2023), examples of items are "The visual appearance makes me feel happy when using this platform". Finally, purchasing decisions are measured by five items adopted from research (Desmaryani et al., 2024; Rahmawati, 2020), examples of items are "I realized the need for this product after seeing it on the platform".

Results and Discussion

Characteristics of Respondents

Table 1. Respondent Characteristics

Characteristics	Frequency (n)
Gender	
Male	73
Female	35
Age	
18-24 years	65
25-34 years	26
> 35 years	17
Length of Use of E-Commerce	
< 1 year	28
1-2 years	63
> 2 years	17

Source: Data processed, 2025

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The sample consisted of 108 respondents, with a gender distribution dominated by women (73 respondents). The majority of respondents (65 respondents) were in the 18–24 age group, indicating that the young age group dominates the user base of e-commerce services. In terms of duration of service use, more than half of the respondents (63 respondents) have used streaming services for more than 1-2 years.

Data Analysis

Instrument Test

Validity test shows that all statement items in the questionnaire for the variables brand image, brand visual appeal, and purchasing decisions have a calculated r value > r table (0.1791) and a two-tailed significance of 0.000 < 0.05. Thus, all statement items are declared valid. Furthermore, Table 2 presents the results of the reliability test with Cronbach's Alpha which shows that all variables meet the threshold value > 0.600, so they are declared reliable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
Brand image	0.843	Reliabel
Brand visual appeal	0.717	Reliabel
Purchase decision	0.735	Reliabel

Source: Source: Data processed, 2025

Classical Assumption Test

Based on the results of the classical assumption test presented in Table 3, it can be concluded that all assumptions are met. The normality test using the Kolmogorov-Smirnov Test shows an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. This indicates that the data is normally distributed. Furthermore, the autocorrelation test with the Durbin-Watson Test produces a DW value of 1.935, which is between the upper limit (dU = 1.7437) and (4 - DW) > dU. Thus, no positive or negative autocorrelation was found.

Table 3. Results of the Classical Assumption Test

Assumption Test	Test Method	Result	Conclusion
Normality	Kolmogorov-Smirnov Test	Asymp. Sig. (2-tailed) = 0.200 (> 0.05)	Data is normally distributed (assumptions met)
Autocorrelation	Durbin-Watson (DW Test)	DW = 1.935, dU = 1.7437	There is no autocorrelation (assumption met)
Heteroscedasticity	Glejser Test	Sig. X1 = 0.441, Sig. X2 = 0.423, Sig. X3 = 0.339 (> 0.05)	There is no heteroscedasticity (assumption met)
Multicollinearity	Tolerance & VIF	Tolerance > 0.1, VIF < 10	There is no multicollinearity (assumption met)

Source: Data processed, 2025

Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Variable	B (Koefisien Regresi)	Std. Error	t	Sig.
Constants	5.318	2.526	2.145	0.034
Brand Image	0.547	0.108	3.212	0.002
Brand Visual Appeal	0.340	0.103	2.337	0.021

Source: Data processed, 2025

From the results of multiple linear regression analysis, the following regression equation was obtained:

Y=5,318+0,547X1+0,340X2

This equation shows that all independent variables have a positive influence on purchasing decisions. The constant value of 5.318 indicates that if the brand image and brand visual appeal variables are zero or fixed, then the purchasing decision is at a value of 5.318 units. The regression coefficient of the brand image variable

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of 0.547 indicates that every 1 unit increase in brand image will increase the purchasing decision by 0.547 units, assuming other variables remain constant. The same applies to the brand image visual variable where a 1 unit increase in brand image visual will increase the purchasing decision by 0.340 Since the sig. value for all independent variables is <0.05, it can be concluded that brand image and brand visual appeal have a significant effect on customer loyalty.

Hypothesis Testing

The t-test is used to test the partial effect of each independent variable on the dependent variable. The results of the analysis are shown in the following table:

Table 5. Hypothesis Test Results

Variable	t count	t table	Sig.	Conclusion
Brand image	3.117	1.98304	0.002	Have a significant impact
Brand visual appeal	2.317	1.98304	0.021	Have a significant impact

a. Variabel Dependen: Purchase decision

Based on the test results, the brand image variable has a t-value of 3.117 which is greater than the t table of 1.98304, with a significance value of 0.002 <0.05. This shows that brand image has a significant effect on purchasing decisions. The brand visual appeal variable (X2) also shows a significant effect with a t-value of 2.317 which is greater than the t table of 1.98304, and a significance value of 0.021 <0.05. Because all independent variables have a t-value> t table and significance <0.05, it can be concluded that brand image and brand visual appeal have a significant partial effect on online purchasing decisions.

Coefficient of Determination

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	0.753	0.575	0.553

Based on the analysis results in the table above, the coefficient of determination (R Square) value is 0.575 or 57.5% which indicates that the independent variables, namely brand image and brand visual appeal together influence consumer purchasing decisions by 57.5%. Meanwhile, the remaining 42.5% is influenced by other factors not included in this study. This indicates that although the variables in this model have a fairly strong influence on purchasing decisions, there are still other external factors that contribute and can be the subject of further research.

Discussion

This study aims to determine how brand image and brand visual appeal can influence consumer purchasing decisions on e-commerce platforms. As we can understand, business activities, especially in terms of sales, have undergone a significant shift, shifting to the context of digitalization. Consumers currently do not need to make purchases by visiting stores or places where organizations sell products. The presence of the marketplace has made it easier for consumers to make purchases anywhere and anytime. However, brand image still plays an important role in influencing purchasing decisions, because consumers tend to choose products from brands that are already known and trusted even though there are many choices available in the marketplace. The results of this study indicate that brand image has a fairly good influence in increasing purchasing decisions. The findings suggest that when the brand image is strongly attached to a person's perception, they will tend to have higher trust in the product, show greater loyalty, and be quicker in making decisions to buy compared to products with weak or unknown brand images (Rahmawati, 2020; Safitri & Khasanah, 2023). These results are in accordance with research that a positive brand image can shape consumer perceptions of the quality, trust, and value of a product, which ultimately drives purchasing decisions.

Then, this study also shows that brand visual appeal has a significant influence in increasing consumer purchasing decisions. The findings show that brand visual appeal or brand visual appeal is one of the key factors influencing consumer purchasing decisions online. Visual appeal refers to the extent to which visual elements such as logos, colors, website designs, product packaging, and social media displays are able to attract attention and create a positive impression in the minds of consumers (Ramish et al., 2023). When consumers shop online, they cannot touch or feel the product directly. Therefore, the visual aspect becomes a substitute for the physical experience. Brands that have an attractive and consistent visual appearance tend to create perceptions of professionalism, trust, and high quality. A clean, aesthetic, and easy-to-navigate design can also increase comfort and ease in finding information, thereby accelerating purchasing decision making. This is in

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line with research Salhab et al. (2023) which states that brand visual appeal also contributes to building a strong and memorable brand identity. Consumers are more likely to buy from brands that they recognize visually and that reflect their values or lifestyle. For example, a minimalist and modern visual design can attract consumers who prioritize simplicity and elegance. Thus, the overall results of this study show that both variables, namely brand image and brand visual, can be predictors that can influence online purchasing decisions.

Conclusion

This study aims to analyze the influence of novel service concept, novel service procedure, and customer satisfaction on customer loyalty in the context of streaming services. Based on the results of data analysis, several main conclusions were obtained. The results showed that novel service concept has a significant effect on customer loyalty. This confirms that innovative and different service concepts can increase customer engagement with the streaming services used. Furthermore, the research findings also revealed that novel service procedures have a significant effect on customer loyalty. Innovative service procedures, such as ease of navigation, feature personalization, and better user experience, have been shown to increase customer satisfaction and loyalty. Customer satisfaction was found to be the factor that has the most significant influence on customer loyalty. Customers who are satisfied with the services provided tend to be more loyal and continue to use streaming services in the long term. Theoretically, this study contributes to the literature on service innovation and customer loyalty, especially in the streaming service industry. Practically, the results of this study provide insights for streaming service providers to focus more on developing innovative service concepts and procedures to improve customer satisfaction and loyalty. This study has limitations in the scope of the sample which is limited to certain streaming service users. Therefore, further research can consider a wider population or add other variables that have the potential to influence customer loyalty, such as price factors or content quality. Thus, this study confirms that innovation in service concepts and procedures, as well as customer satisfaction, are important factors in building customer loyalty in the streaming service industry.

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