

“A Review on Visual Communication and its Impact on Advertising”

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Abstract

There is a growing recognition that visual communication is emerging as a key marketing element regarding the promotion and presentation of products, services, events, people, ideas, etc. A perceptive “matching” of the visual communication properties utilized in advertising and therefore the consumer segment needs appears to be critical. Visual communication attracts attention since ads became so complex in its efforts. Visual communication is extensively utilized in the sector of advertising and marketing communication to influence the buyer deciding process and changing their opinion toward buying a product. Besides, visual communication is additionally utilized in designing and packaging of varied products.

The aim of this paper is to require review of how advertising is to be done by using visual communication properties and finds its impact on consumers to require deciding regarding various products.

Keywords: *Visual communication, Advertising, Impact, Marketing*

Introduction

Visual Communication

“Create your own visual style, let it be unique for yourself and yet identifiable for others”.

Orson Welles

Visual communication is communication of ideas through visual display of data. Such quite communication is primarily related to two-dimensional images, which incorporates art, signs, photographs, typography, drawing, colour and electronic resources. 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 say that it is successfully designed. It is used for interactive advertisement and to influence consumer. (Tilak, 2020) Recent research during this area have focused on web design and graphically oriented usability. It's all a part of what are often wont to visually communication with the audience. Visual communication are often seen for the primary time within the images painted in caves, stone walls and ceilings dating back to the Paleolithic, 40,000 years ago. It's believed that those images are the work of the distinguished elders and shamans.

With the arrival of photography, television and moving images, imagination of humanity flared and is confirmed by the very fact that communication has greater power than the word. With each new technology, communication is becoming more powerful and other people believe in it.

In the near future social, economic and technological trends are going to be harmonized to make a singular opportunity for brand spanking new and innovative sorts of communication. This mix of things will lead communication becomes essential in our personal and professional lives. Consumers demand new and richer experience, and therefore the application of communication allows this. Visual appearance of the products is that the key determinant that affects the buyer reaction to the product's success.^[15] 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 really meet their needs.^[16]

Advertising

Advertising is the means of informing as well as influencing the general public to buy a product or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers through various advertising mediums such as Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and in recent time internet and web advertising. It is a promotional activity for marketing a commodity. In the present day world of mass production and distribution, advertising serves as a powerful tool in the marketing process. Advertising

is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability etc.

The term 'advertising' is derived from the Latin word 'advertere' which means 'to turn' the attention. Every piece of advertising attempts to turn the attention of the readers or the listeners or the viewers towards a product. The most widely accepted definition of advertising is the one which is given by the American Marketing Association, according to which advertising is "any paid form of non-personal presentation and promotion of goods, services and ideas by an identified sponsors" (Kazmi and Batra, 2008). But the definition has some limitations because it does not talk about the persuasion aspect of advertising, without which it is very difficult to achieve advertising objectives.

Advertising is everywhere -in magazines, on television, in movie theatres, on countless web pages, on busses, in subways and on milk-cartons. It is understood that any surface that will hold still long enough to be read is considered a potential advertising medium. Advertising is part of our daily cultural experiences and it is almost impossible to avoid them.

Advertising is a media institution, and an industry with its own way of doing things, having its own channels of communication, and its own key personnel who carry out skilled tasks. It enables the modern organizations to create effective means of communication with its customers. Advertising is a means through which a product or a service is made known to the public. And it is one of the most powerful tools used by the marketers to induce the customers to make decisions. It is the act or practice of calling public attention to one's product, service, and need etc., especially by paid announcements in newspapers and magazines, over radio or television, billboards etc.

The twentieth century was marked by unprecedented changes in the realm of technology. There was a virtual revolution in communication technologies. These changes happened in conjunction with major changes at the political level. A major paradigmatic shift occurred the world over in the last quarter of the twentieth century. This can be summed up in five key terms: "deregulation, liberalization, privatization, commercialization as well as a significant process of internationalization" (Newbold, et. al. 2002). Digitalization and converging technologies transformed the communication industries into a multimedia environment. Growth and expansion of satellite television networks provided increasing number of channels catering to different customer tastes. With the advent of satellite television and the state of the art communication technologies, McLuhan's 'Global Village' became real, as happenings around the world could be telecast anywhere instantaneously. Timothy (1991) observes that "participants in the hyper reality of informational societies no longer live in tightly bounded ethnographic settings" and those they "inhabit a continuously changing media scope of transnational scope and content". There was proliferation in the number of magazines and newspapers. The print media also witnessed substantial growth. Williams (2003) has expressed his concern about national identity by stating that "national identity has been a crucial element in defining who we are" and the "global media pose a threat to the nation, promising to erode those imaginary boundaries that distinguish one group of people from another".

Review of Literature

The world of advertising is also not an exception. Controversy in marketing is nothing new. At any cost, advertisers want to attract the attention of the viewers towards their product. They are always looking for ways to do that. Some also get tangled into controversial issues either intentionally or not, which can harm their brand image. The goal is just one and single-to sell the product by hook or by crook. While some advertisers have undertaken controversial advertising campaigns which have been very successful, some have been damaging to the company. Overtly or covertly, the advertisers break ethical guidelines, challenge the norms set up by the supervisory bodies. When protest erupts, either the advertisers drop those advertisements form being broadcast for a temporary period or move up to the court to fight for their reasons. (Kunal Lanjekar, 2019)

"Visual display is another important aspect influencing purchase decision making." "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". [9]

Authors Eiman Negm and Passent Tantawi in their research paper conclude 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." [3]

"Due to the massive amount of advertisements in the market, not all ads capture consumers' attention and impact their perceptions. Hence, the notion of visual design plays a significant role to allow attractiveness and distinction in the ads. Advertising, in all media except radio, relies heavily on visual as well as verbal information to present the advertised product. The concept of visual communication design refers to the organization of elements related to the

advertisement's artistic aspects. Visual communication designs pursue to attract attention, inspire desires, and encourage people to respond to the communication messages by formulating a favourable impact on viewer's perceptions."

Kushal Kumar in his research paper concludes that "A variety of factors affects consumer decision making process while purchasing a product. 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." "The product becomes synonymous with the packaging and consumers looks for the packaging decides to buy a product. This symbiotic relationship is critical in the application of the concepts of visual communication to product developed."^[2]

"Purchase decision making is a very complex process. A variety of factors affects consumer decision making in buying a product. From consulting a friend to product design and packaging affects consumer perception products they wishes to purchase. Additional factors like visual merchandising, special in-store events and point of purchase display also have profound effect on consumers."^[2]

In a study on Understanding the impact of visual image and communication style on consumers' response Won Jae Seo states that "For Koreans, the experimental results showed that the complex visual image, high context verbal communication, and the presence of both characteristics induced favourable attitudes toward the ad and brand."^[10]

Edward S T Wang – "The empirical results show that attitudes toward visual packaging directly influence consumer-perceived food product quality and brand preference..... Perceived food product quality also directly and indirectly (through product value) affects brand preference."

"In the study on Role of packaging on consumer buying behaviour Xianoyang Deng asserts that packaging design profoundly affects the shopper's purchase decision at the point-of-sale."^[10]

"Haleh Barmaki Istanbul Technical University in the study on the role of design in sustainable consumption finds a correlation between the colour element of package, material element of package design and Image/Illustration elements in influencing consumer decisions and goes to state that the elements also produce sustainable consumption."

"Hemanth in his research on role of packaging on consumer buying behaviour finds that different packing cues impact how a product is perceived and states that 'a packing is perceived as a part of the product and can be difficult for the consumer to separate it', Hemanth in his study also associates packing with the quality of the product."^[10]

Application of visual communication:

- Advertising and marketing communications
- Graphic design / communication design
- Packaging and Presentation Design
- Photography and Image Making
- Publication
- Information Design and knowledge Graphics
- Web Design
- Interface and Navigation Design
- Motion Design

Advantages of visual communication:

1. With the assistance of communication aids we will able to deliver information more clearly and directly.
2. Compare to verbal communication, 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 pleasure and involvement of the buyer.
4. There's stronger impact of images and illustrations compare to words.
5. Visual communication eliminates the hurdle of language differences.
6. It enhances understanding of the subject.

Research is extremely important within the field of communication design so as to predict futures for understand social needs.

Impact of Visual communication on advertising

The effectiveness of an advertising message depends to an outsized extent on its visual contents. The advertiser must locate an appeal, theme, idea or an unique selling proposition. An advertising appeal refers to the approach employed by an advertiser to draw in the eye or interest of the buyer and influence their feelings towards the products, service or idea. Through the utilization of various sorts of appeals, advertising attempts to influence and influence. The visual and non-verbal elements in advertising play a dominant role in attracting the consumers. An honest number of advertisements uses little or no written information and mainly specialise in the visual elements to convey the message. The visual elements utilized in the advertisements not only convey the knowledge, but also reinforce the advertising claims. Audiences often develop impressions or image supported certain illustrations and picturing depicted in

advertisements which increases immediate recall value. It ensures an honest connectivity and trust between the advertiser and therefore the consumers and adds value to the products. Since the advertiser expects to make a favourable attitude about the merchandise which can cause positive actions within the mind of the buyer, a unique visual attribute is required to reinforce the taste and acceptance of the buyer about the merchandise thus advertised.

Advertisements' Visualization

With the rise of the variability of product and services within the market, attracting consumer awareness is vital. Marketing activities, like the usage of advertisements, became significant. Advertisements can create impressions through visual imagery or text based imagery (Köksal, 2013). Television commercials, magazine ads, and other sorts of advertising often using visual designs and aesthetics in an inspirational manner to draw in viewers' attention to affect perception, persuasion, and ultimately behaviour. Visual designs help in generating artistic advertising, which results in ad effectiveness on consumers (Hetsroni, 2005).

Elements of Visual Designs found in Advertisements

An image may be a complex mode of communication, which is analyzed in relative to paint, form, design, and other technical properties. The role of images in advertising is to make positive experiences and feelings related to the advertised matter, which could engage receiver's response. So as to impact consumers, images should communicate claims, evaluations, and express offers (Scott, 1994; Sharma et al., 2012). Advertisements are a sort of persuasive writing. Effective visual advertisement tells an easy story quickly; asks consumers surely responses; easily understandable; and appeals to the consumer's emotions using pictures, slogans, and symbols (Köksal, 2013).

Conclusion

The main goal of advertisement is employed to draw in the target audience's attention and motivate them for purchasing of the advertised product. Visual communication has a crucial role to play in advertisement effectiveness. This sort of communication can convey complex concepts during a brief manner, and visual elements can improve understanding and stimulate various feelings and outlooks.

Visual communication is effectively creates the advertisements or marketing of the products with efficient visual aids which is employed for influenced the behaviour of the buyer concerning companies product. As per the researcher visual communication designs have great impact on advertising their products and that's why increasing productivity in business also as consumers to require their decision effectively for purchasing the products.

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