THE IMPACT OF VISUAL MARKETING STRATEGIES ON CONSUMER PURCHASE INTENSION IN ONLINE SHOPPING

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Abstract

This study examines five important factors to determine how visual marketing strategies affect consumer purchase intentions in Bangladeshi online shopping: visual appeal, perceived value, information design, brand trust, and customer experience. The researcher used regression modeling, ANOVA, and exploratory factor analysis to examine these relationships using information gathered from 400 Bangladeshi consumers via structured questionnaires.

Three separate but related factors influence purchase intention, according to our research: (1) emotional reactions (represented by visual appeal), (2) logical assessments (represented by perceived value), and (3) real-world interactions (embodied in customer experience). The strongest predictor among these was perceived value ($\beta = 0.289$, $p < 0.001$), which was followed by customer experience ($\beta = 0.179$) and brand trust ($\beta = 0.214$). Interestingly, information design had no direct significant effect, and visual appeal had a significant influence on purchase intention ($\beta = 0.158$). This suggests that emotional engagement and perceived benefits are more important in driving purchases in Bangladesh's online market than information structure.

These findings offer both theoretical and practical contributions. Theoretically, they support the idea that consumer choices in emerging markets are complex processes that incorporate experiential, cognitive, and emotional elements. In a practical sense, they direct e-commerce platforms to give visuals top priority when conveying product value and establishing brand trust, all the while facilitating seamless shopping experiences. The study makes recommendations for future research on cultural differences in the efficacy of visual marketing and provides particular insights for marketers aiming to reach Bangladesh's expanding digital consumer base.

KeyWords: *Visual Marketing, Online Shopping, Consumer Behavior, Emerging Markets, E-commerce.*

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1. Introduction

The global e-commerce landscape has undergone a significant transformation, with visual elements emerging as crucial drivers of consumer engagement and purchasing behavior. According to Wedel and Pieters (2008), visual marketing—comprising imagery, typography, color, and layout—plays a central role in influencing consumer attention and memory. In Bangladesh, internet penetration has grown rapidly from approximately 13% in 2013 to over 45% by 2023, reflecting the increasing relevance of digital platforms in everyday life (Bangladesh Telecommunication Regulatory Commission [BTRC], 2023). As a result, understanding how visual marketing influences consumer behavior is vital for businesses operating in the country's digital marketplace.

1.1 Conceptual Foundations of Visual Marketing

Visual marketing involves the deliberate use of visual elements to guide consumer perceptions and decision-making processes. These visuals function through three main psychological mechanisms: capturing attention, aiding cognitive processing, and evoking affective responses (Wedel & Pieters, 2008). Research by Lidwell, Holden, and Butler (2010) supports this notion, asserting that successful visual design simultaneously appeals to emotion, facilitates comprehension, and enhances usability—elements especially crucial in digital commerce, where the absence of physical interaction heightens reliance on visual cues.

1.2 Key Visual Marketing Strategies

This study examines five key strategies used in visual marketing, each supported by prior research:

1. **Visual Appeal:** The aesthetic quality of a website or advertisement can directly affect consumer interest. Wang et al. (2014) found that visual elements such as human imagery and design layout significantly influence user attention and engagement.
2. **Perceived Value:** Visual representations that highlight product benefits, discounts, or features can influence how consumers assess value. Hwang and Lee (2017) demonstrated that consumers are more drawn to value-oriented visual cues during mobile shopping experiences.

3. **Information Design:** The way product information is presented—its organization, clarity, and accessibility—affects user comprehension. According to Vessey and Galletta (1991), aligning information layout with user expectations enhances decision-making efficiency.

4. **Brand Trust:** Consistent and transparent visual branding builds consumer trust, which is especially important in online shopping. Kim, Jin, and Jo (2024) emphasize that storytelling through videos and visual consistency helps small businesses gain consumer trust.

5. **Customer Experience:** The entire visual journey—including navigation, responsiveness, and visual interaction—affects consumer satisfaction and loyalty. Voorhees et al. (2017) highlight how well-orchestrated visual encounters along the customer journey improve service evaluations and repurchase intent.

1.3 Research Context and Gaps

While developed markets have extensively studied the impact of visual marketing, emerging markets like Bangladesh remain underexplored. Many existing frameworks are built on Western consumer behavior models and overlook cultural and technological variables, such as high mobile phone usage and lower average digital literacy (GSMA, 2023). Infrastructural issues, such as slow internet speeds and limited exposure to advanced design interfaces, can also hinder the effectiveness of visual marketing in this region. These factors necessitate context-specific research that accounts for localized consumer behavior, design preferences, and access limitations.

1.4 Theoretical Framework

To address the unique digital behavior of Bangladeshi consumers, this study adapts the Visual Marketing Value Chain (VMVC) framework using Lavidge and Steiner's (1961) hierarchy-of-effects model. The adapted stages are:

- Attention → Visual Appeal
- Knowledge → Information Design
- Liking → Perceived Value
- Preference → Brand Trust
- Conviction → Customer Experience
- Purchase → Intention

This model captures the full spectrum of consumer response to visual content—from attention to action—within the context of Bangladesh's mobile-first and mixed-literacy population. It also addresses the visual literacy challenges faced by low-literate consumers in emerging markets (Mishra & Verma, 2022), offering a culturally attuned framework for future research and marketing applications.

2. Literature Review

2.1 Visual Marketing Research

Visual marketing plays a pivotal role in shaping consumer behavior in online environments. Several well-established strategies have been identified in developed markets that influence purchase intentions.

Visual appeal is fundamental to capturing consumer attention. Eye-tracking studies reveal that visually attractive interfaces, featuring engaging imagery, colors, and layouts, increase fixation duration and user engagement (Wang et al., 2014). Such visual engagement enhances perceived product quality and appeal.

Visual representation significantly affects perceived value. Hwang and Lee (2017) found that clear and benefit-oriented product visuals improve consumers' perceived value, especially in mobile shopping contexts. Visual design influences users' cognitive evaluations of a product's worth (Frontiers in Psychology, 2024).

Information design relates to how content is structured and presented. Vessey and Galletta (1991) demonstrated that cognitive fit—alignment between task type and information format—leads to more accurate decision-making. Well-structured and concise product information reduces cognitive overload and aids in faster, more confident choices (Mayer & Moreno, 2003).

Brand trust is heavily influenced by consistency in visual identity. According to Kim, Jin, and Jo (2024), visually cohesive branding through elements like logos, typography, and colour schemes can increase trustworthiness. A visually unified presence across platforms assures consumers of professionalism and credibility (Made Outside, 2021).

The full spectrum of visual interactions on e-commerce platforms shapes customer experience. From intuitive navigation to emotional design elements, these experiences enhance satisfaction and repurchase intentions (Voorhees et

al., 2017). A seamless and aesthetically pleasing interface improves overall user engagement and comfort.

2.2 Critical Research Gaps in Emerging Market Contexts

Although visual marketing has been extensively explored in developed countries, its application in emerging economies like Bangladesh reveals several gaps.

Contextual gap: Existing models often adopt desktop-centric frameworks, while over 85% of Bangladeshi consumers access e-commerce through mobile devices (GSMA, 2016). Mobile-first design is critical, yet largely underrepresented in traditional visual marketing frameworks.

Cultural considerations: Visual preferences in Bangladesh are shaped by cultural and religious norms. For example, modest clothing in advertisements and culturally appropriate visual cues are more effective in Muslim-majority societies (Chakraborty & Sadachar, 2021).

Methodological limitations: Research in developing markets often focuses on urban populations, neglecting rural consumers who make up over 65% of Bangladesh's population (Bangladesh Bureau of Statistics [BBS], 2023). This urban bias limits the generalizability of findings.

Technological constraints: Advanced features like AR and AI-based visual content, widely used in developed countries, are not feasible for many users in low-bandwidth regions of Bangladesh. Light Castle Partners (2024) reports that the digital divide continues to restrict access to modern marketing technologies.

Theoretical shortcomings: Most marketing theories assume individualistic decision-making, while consumers in collectivist cultures, such as Bangladesh, rely heavily on family and peer influence. Islam and Hoque (2022) found that family-oriented visuals significantly increase engagement and conversion rates.

Measurement challenges: Traditional metrics like page views or dwell time may not adequately capture the key success factors in emerging markets. For example, Bangladeshi consumers place more importance on visual cues related to transaction security and payment authenticity (GSMA, 2016).

This study aims to address these challenges by developing and testing a mobile-first, culturally adapted visual marketing framework designed for the unique needs of Bangladeshi consumers and similar emerging markets.

3. Theoretical Discussion and Hypotheses Development-

3.1 Visual Appeal

Visual Appeal encompasses the use of design elements like colors, imagery, and layouts to attract attention and evoke emotions. These elements help create a strong first impression and influence consumer perception of product quality. Pieters and Wedel (2004) highlight that well-designed visuals increase engagement, extend website visits, and enhance product desirability, making Visual Appeal a key driver of consumer behavior in online shopping.

3.2 Perceived Value

Perceived Value represents how consumers assess the worth of a product based on the benefits communicated through visuals. Grewal et al. (1998) stressed that images showcasing product quality, features, and use cases enhance perceived value by aligning with consumer expectations. When visual content effectively conveys the product's benefits relative to its cost, it strengthens the consumer's willingness to purchase.

3.3 Information Design

Information Design focuses on the clarity and organization of visual content to facilitate easy understanding. According to Lurie (2004), clear layouts, concise details, and structured navigation reduce cognitive overload and enhance decision-making. While not as emotionally impactful as other factors, good Information Design supports trust and provides a smoother shopping experience, improving consumer confidence.

3.4 Brand Trust

Brand trust refers to consumers' confidence in a brand, influenced by transparent and consistent visual marketing. Chaudhuri and Holbrook (2001) emphasis that trust is vital for consumer loyalty and purchase decisions, especially in online shopping, where consumers rely on visual cues to assess reliability. High-quality visuals and cohesive branding reduce perceived risks and uncertainties, fostering trust and encouraging repeat purchases.

3.5 Customer Experience

Customer Experience includes consumers' overall interaction with an online platform, focusing on ease of navigation, visual engagement, and emotional satisfaction. Lemon and Verhoef (2016) suggest that user-friendly interfaces, interactive visuals, and intuitive designs enhance consumer satisfaction, encouraging repeat purchases and brand loyalty by providing a seamless and enjoyable shopping journey.

3.6 Consumer Purchase Intention

Consumer Purchase Intention is the likelihood of consumers buying a product based on their evaluation of visual marketing elements. Fishbein and Ajzen (1975) state that intentions arise from attitudes and perceptions shaped by visual appeal, value, trust, and experience. Effective visual marketing strategies align these factors, enhancing consumer willingness to purchase and strengthening conversion rates.

Hypothesis	
H1:	Visual Appeal positively influences Consumer Purchase Intention in online shopping.
H2:	Perceived Value positively impacts Consumer Purchase Intention.
H3:	Information Design has a positive relationship with Consumer Purchase Intention.
H4:	Brand Trust positively influences Consumer Purchase Intention.
H5:	Customer Experience positively affects Consumer Purchase Intention.

4. Methodology and Methods

The study employed random sampling to ensure representativeness of Bangladesh's diverse e-commerce population. This approach was selected to: (1) minimize selection bias prevalent in convenience sampling methods (Akter et al., 2023), (2) accurately capture urban-rural consumer differences (51.2% vs 48.8% in our sample), and (3) enable statistical generalization to the broader population (Creswell & Poth, 2023). The random sampling frame was stratified by geographic division and implemented through telecom partnerships to access Bangladesh's mobile-first internet users (GSMA, 2023).

This methodology directly addresses limitations identified in prior research, where 78% of developing market studies used non-probability samples (Hossain et al., 2023). It also accommodates Bangladesh's unique technological and cultural context through careful stratification.

This study employed a quantitative research approach to investigate the impact of visual marketing strategies on consumer preferences in online shopping. A sample of 400 respondents, selected through random sampling across Bangladesh, provided a diverse representation of professional and demographic groups. Data were gathered via an online questionnaire distributed through Google Forms, measuring demographic details and psychometric constructs such as Visual Appeal, Perceived Value, Information Design, Brand Trust, and Customer Experience using a 7-point Likert scale. Statistical analysis was performed using **Jamovi,** facilitating reliability testing, exploratory factor analysis (EFA), correlation analysis, ANOVA, and regression modelling to validate the conceptual framework and hypotheses. Ethical considerations were upheld, with participants informed of the study's purpose and assured confidentiality. The sample size ensured robust statistical reliability and generalizability of the findings.

Table 1
Demographical Discussion of Respondent

Characteristics	Factor	Frequency	Percentage
Age Group	20-29	95	23.8%
	30-39	104	26.0%
	40-49	106	26.5%
	50-59	95	23.8%
Gender	Female	199	49.8%
	Male	201	50.2%
Education	Graduation	140	35.0%
	Post-graduation	134	33.5%
	Under Graduation	126	31.5%

Occupation	Business	81	20.3%
	Govt. Organization	78	19.5%
	Housewife	85	21.3%
	Private Company	85	21.3%
	Student	71	17.8%
Family Income	100K-180K	126	31.5%
	50K-100K	89	22.3%
	<50K	94	23.5%
	>180K	91	22.8%
Lives In	Rural	205	51.2%
	Urban	195	48.8%

The demographic profile of the respondents indicates a balanced representation across various categories. In terms of age, the sample was distributed across four groups, with the majority aged 40–49 (26.5%), followed closely by those aged 30–39 (26.0%), and equal proportions for the 20–29 and 50–59 age groups (23.8% each). Gender distribution was nearly equal, with 50.2% male and 49.8% female respondents. Educational backgrounds varied, with 35.0% having a Graduation degree, 33.5% holding post-graduation qualifications, and 31.5% at the undergraduate level. The occupational distribution revealed diverse professions, including Business (20.3%), Government organization employees (19.5%), private company employees (21.3%), housewives (21.3%), and students (17.8%), family income levels showed variation, with 31.5% earning between 100K–180K, 23.5% earning less than 50K, 22.8% earning above 180K, and 22.3% earning between 50K–100K. Additionally, a slight majority of respondents (51.2%) resided in rural areas, while 48.8% were from urban regions. This diverse sample ensures a comprehensive understanding of consumer preferences across different demographic segments in Bangladesh.

4.2 Survey Instrument A structured questionnaire was developed to capture data related to the impact of visual marketing strategies on consumer

preferences in online shopping. The questionnaire was divided into two sections: demographic data and psychometric variables. The demographic section included questions on age, gender, education level, occupation, family income, and place of residence. In contrast, the psychometric section focused on key constructs such as visual appeal, perceived value, information design, brand trust, and customer experience.

Items were designed to assess the degree to which respondents agreed or disagreed with various statements about the influence of visual marketing, measured on a 7-point Likert scale, ranging from 1 = Strongly Disagree to 7 = Strongly Agree. Each construct was represented by six items that comprehensively captured consumer perceptions and behaviors. Examples of these items included statements like "The visuals used in advertisements attract my attention" for Visual Appeal and "The brand's visuals make me trust its products" for brand trust. The tool was administered online using Google Forms, allowing respondents to complete the questionnaire at their convenience over a period of one month. The survey ensured a structured and standardized approach, allowing for consistent participant data collection.

Data analysis was conducted using **Jamovi** software. Descriptive statistics were used to summarize demographic characteristics, while reliability analysis ensured the internal consistency of constructs. Exploratory Factor Analysis (EFA) validated the measurement framework, and statistical tests such as correlation, ANOVA, and regression were applied to test the relationships between visual marketing strategies and Consumer Purchase Intention.

Ethical approval was obtained, and participants were informed about the purpose of the study, assured of their anonymity, and provided with the option to withdraw at any stage without repercussions. Informed consent was obtained from all participants prior to completing the survey, ensuring adherence to academic and ethical standards.

Table 2
Descriptive Statistics

Variable	N	Mean	Median	Standard Deviation
Visual Appeal	400	4.5	4.0	0.584
Perceived Value	400	4.49	4.0	0.613
Information Design	400	4.49	4.0	0.605
Brand Trust	400	4.52	4.0	0.617
Customer Experience	400	4.49	4.0	0.597
Consumer Purchase Intention	400	4.48	4.0	0.609

4.3 Item Measurement

In this study, a structured questionnaire was developed to assess the influence of visual marketing strategies on consumer preferences in online shopping, using a 7-point Likert scale ranging from 1 ("Strongly Disagree") to 7 ("Strongly Agree"). The questionnaire measured six key dimensions: Visual Appeal, focusing on design elements like colors and layouts that attract attention (e.g., "The colors used in the visuals are attractive"); Perceived Value, evaluating how effectively visuals communicate product benefits relative to cost (e.g., "The visuals enhance my perception of the product's quality"); Information Design, assessing the clarity and organization of product information (e.g., "The information in the visuals is clearly organized"); Brand Trust, capturing consumer confidence based on visual consistency and transparency (e.g., "The visuals make me trust the brand's products"); Customer Experience, focusing on how visuals enhance platform engagement and satisfaction (e.g., "The visuals make the shopping experience enjoyable"); and Consumer Purchase Intention, measuring the likelihood of purchase based on visuals (e.g., "The visuals increase my willingness to purchase the product"). A pilot test was conducted with a subset of respondents to ensure reliability and validity, leading to minor adjustments for clarity. Data were analyzed using Jamovi, with reliability confirmed through Cronbach's alpha values exceeding

acceptable thresholds, ensuring robust and consistent measurement across constructs.

4.4 Reliability Analysis

The reliability analysis of the measurement instrument demonstrated strong internal consistency across all constructs measuring the impact of visual marketing strategies on consumer behavior. Specifically, Visual Appeal showed a high-reliability score of 0.952, indicating excellent alignment of the measurement items. Perceived Value followed with a Cronbach's alpha of 0.956, reflecting robust internal consistency. Similarly, Information Design returned a reliability score of 0.958, confirming the validity of its items. Brand Trust recorded the highest reliability score of 0.960, ensuring consistency among its measurements. Customer Experience also demonstrated high reliability, scoring 0.952, indicating a strong fit between the items and the construct. Lastly, Consumer Purchase Intention showed a reliability score of 0.951, highlighting reliable measurement of the dependent variable. These results align with the established threshold for high reliability, ensuring that the constructs are well-represented by their respective items (Tavakol & Dennick, 2011). This high reliability across all constructs underscores the robustness of the measurement instrument for assessing the role of visual marketing in influencing consumer behavior.

Table 3
Reliability Analysis

Variables	Cronbach's Alpha	No. of Items
Visual Appeal	0.952	6
Perceived Value	0.956	6
Information Design	0.953	6
Brand Trust	0.962	6
Customer Experience	0.952	6
Consumer Purchase Intention	0.951	6

5. Analysis and Results

The exploratory factor analysis (EFA) presented in Table 4 demonstrates a strong alignment of items with their respective constructs, confirming the reliability and consistency of the measurement instrument. All six items (VA-01 to VA-06) exhibited factor loadings ranging from 0.745 to 0.864 for the Visual Appeal construct. This indicates that these items effectively capture the construct with minimal unexplained variance. Similarly, the Perceived Value construct (PV-01 to PV-06) showed robust factor loadings between 0.717 and 0.863, ensuring a strong representation of this factor. Items measuring Information Design (ID-01 to ID-06) also displayed strong loadings, with values between 0.744 and 0.880, confirming the robustness of this construct. For the Brand Trust construct (BT-01 to BT-06), factor loadings ranged from 0.783 to 0.876, highlighting the reliability of the items in measuring trust-related perceptions. In the Customer Experience construct, items CE-01 to CE-06 loaded between 0.741 and 0.879, indicating a strong alignment with this construct. Finally, the Consumer Purchase Intention construct (CPI-01 to CPI-06) showed factor loadings between 0.720 and 0.839. These results collectively indicate that all constructs are well-defined, with each item loading significantly onto its intended factor. This ensures that the measurement model is reliable, consistent, and valid for further statistical analysis.

Table 4
Exploratory Factor Analysis

	Factors					
Items	**VA**	**PV**	**ID**	**BT**	**CE**	**CPI**
Visual appeal						
The colors in online ads grab my attention**. (VA-01)**	**0.861**					
The pictures in online ads make me feel good about the products **(VA-02)**.	**0.802**					
The website layout makes it easy to find products**.(VA-03)**	**0.745**					
I like products more when they look good in online ads. **.(VA-04)**	**0.858**					

I am interested in products that are well-designed on websites. **.(VA-05)**	**0.864**
Attractive online ads make me stay longer on the TK. 44,000/- website**. (VA-06)**	**0.841**
Perceived Value	
The way products look online makes me feel they are worth the price**. (PV-01)**	**0.805**
The pictures and details show the product benefits clearly**. (PV-02)**	**0.863**
Products that look good online seem like a good deal **(PV-03)**.	**0.793**
Visual ads help me compare product quality with price. **(PV-04)**	**0.861**
Good visuals make me feel the product is worth buying**. (PV-05)**.	**0.729**
I feel confident about a product's value when it looks good in ads. **(PV-06)**	**0.717**
Information Design	
Information in ads is presented in a way that's easy to understand. **(ID-01)**	**0.865**
The structure of product details online is clear and helpful. **(ID-02)**	**0.833**
I find it easy to locate important product information in ads. **(ID-03)**	**0.880**

Product information is well-organized and easy to follow. **(ID-04)**	**0.829**	
Ads present enough information to help me understand the product's features. **(ID-05)**	**0.812**	
I don't feel overwhelmed by too much information in online ads. **(ID-06)**	**0.744**	
Brand Trust		
The brand's visual marketing makes me trust their products more. **(BT-01)**		**0.812**
Consistent visuals in online ads make me trust the brand**. (BT-02)**		**0.857**
I feel confident in the brand because of their clear and honest visual ads (**BT-03**)		**0.792**
I trust brands more when their ads are visually transparent**. (BT-04)**		**0.876**
Visually strong ads give me confidence in the brand's products **(BT-05)**		**0.850**
The visual design of online ads makes me feel that the brand is trustworthy. **(BT-06)**		**0.783**
Customer Experience		
Navigating through websites with good visuals is easy and enjoyable. **(CE-01)**		**0.742**
The visuals on shopping platforms make me enjoy browsing products. **(CE-02)**		**0.833**

I enjoy the overall look and feel of visually engaging websites**. (CE-03)**	**0.836**
Good visual content makes my online shopping experience better. **(CE-04)**	**0.813**
Websites with appealing visuals are easier to navigate. **(CE-05)**	**0.879**
Engaging visuals make me feel more connected to the website. **(CE-06)**	**0.741**
Consumer Purchase Intention	
The visuals in online ads make me more likely to buy the product. **(CPI-01)**	**0.720**
I am more interested in purchasing when ads have good visuals. **(CPI-02)**	**0.788**
Well-designed online ads increase my intention to buy the product. **(CPI-03)**	**0.823**
I am more likely to make a purchase when product visuals are clear and attractive. **(CPI-04)**	**0.839**
The visual appeal of online ads influences my decision to buy. **(CPI-05)**	**0.826**
I plan to buy products that have visually engaging online ads. **(CPI-06)**	**0.765**

Note. 'Maximum likelihood' extraction method was used in combination with a 'Promax' rotation

In **Table 5,** the results for model fit, sampling adequacy, and factorability of the data indicate a robust measurement framework. The **Root Mean Square Error of Approximation (RMSEA)** value of 0.0133, with a 90% confidence interval of 0.00 to 0.0226, suggests an excellent model fit, as it falls below the

commonly accepted threshold of 0.05 (Hu & Bentler, 1999). Additionally, the **Tucker-Lewis Index (TLI)** of 0.997 supports the high quality of the model, demonstrating its ability to account for the observed data. The Bayesian Information Criterion (BIC) value of -2110 further emphasizes the model's efficiency in representing the relationships between variables. The chi-square statistic ($\chi^2 = 461$, $df = 429$, $p = 0.141$) indicates no significant difference between the observed and expected covariance matrices, reinforcing the model's validity. Bartlett's Test of Sphericity yielded a highly significant result ($\chi^2 = 16558$, $df = 630$, $p < 0.001$), confirming that the correlation matrix is not an identity matrix and that the data are suitable for factor analysis. The **Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy** recorded a value of 0.983, which far exceeds the minimum threshold of 0.6 (Kaiser, 1974), indicating excellent sampling adequacy. These findings collectively validate the theoretical model's robustness and confirm the data's reliability, ensuring that the sample and measurement framework are appropriate for advanced statistical analysis.

Table 5
Combined Model Fit, Bartlett's Test, and KMO Measure

Measure	RMSEA	90% CI Lower	90% CI Upper	TLI	BIC	χ^2	df	p
Model Fit Measures	0.0133	0.00	0.0226	0.997	-2110	461	429	0.141
Bartlett's Test						16558	630	<.001
KMO Measure		Overall: 0.983						

Table-6 presents evidence of the robustness and validity of the measurement model through Composite Reliability (CR) and Average Variance Extracted (AVE). All constructs exhibit CR values well above the recommended threshold of 0.70, signifying high internal consistency among the measurement items. Specifically, Visual Appeal (0.93), Perceived Value (0.912), Information Design (0.929), Brand Trust (0.929), Customer Experience (0.919), and

Consumer Purchase Intention (0.911) demonstrate excellent reliability. Furthermore, the AVE values for all constructs exceed the minimum criterion of 0.50, indicating strong convergent validity. The AVE values for Visual Appeal (0.688), Perceived Value (0.635), Information Design (0.686), Brand Trust (0.687), Customer Experience (0.654), and Consumer Purchase Intention (0.631) confirm that the majority of variance in the observed variables is accounted for by their respective latent constructs rather than measurement error. These findings provide robust support for the reliability and validity of the constructs, ensuring that they are appropriately defined and measured for subsequent statistical analyses and hypothesis testing.

Table 6
Composite Reliability (CR) and Average Variance Extracted (AVE).

Construct	CR	AVE
Visual Appeal	0.933	0.688
Perceived Value	0.912	0.635
Information Design	0.929	0.686
Brand Trust	0.929	0.687
Customer Experience	0.919	0.654
Consumer Purchase Intention	0.911	0.631

Table 7 indicates that the correlation matrix provides valuable insights into the relationships between the independent constructs (Visual Appeal, Perceived Value, Information Design, Brand Trust, and Customer Experience) and the dependent variable, Consumer Purchase Intention. Among all relationships, Consumer purchase intention exhibits the strongest correlations with Customer experience (r = 0.73), followed by Perceived value (r = 0.72), Brand trust (r = 0.71), Visual appeal (r = 0.70), and Information design (r = 0.68). These findings highlight that a positive shopping experience, a perceived sense of value, and trust in the brand play a pivotal role in influencing purchase decisions. Additionally, the strong association with Visual appeal underscores the critical role of aesthetic elements in capturing attention and driving consumer actions. The significant relationship between Consumer purchase

intention and Information design further emphasizes the importance of clear and organized information in fostering decision-making. These results underscore the multidimensional nature of purchase intention, indicating that a combination of emotional, cognitive, and experiential factors shapes it. This validates the study's theoretical framework, demonstrating that visual marketing strategies are integral to enhancing purchase behavior. These findings provide a strong foundation for further causal analyses, offering actionable insights for e-commerce platforms to optimize their marketing strategies to drive consumer engagement and conversion.

Table 7
Correlation

Variables	**Visual Appeal**	**Perceived Value**	**Information Design**	**Brand Trust**	**Customer Experience**	**Consumer Purchase Intention**
Visual Appeal	1.00					
Perceived Value	0.65	1.00				
Information Design	0.60	0.63	1.00			
Brand Trust	0.62	0.66	0.61	1.00		
Customer Experience	0.67	0.68	0.64	0.65	1.00	
Consumer Purchase Intention	0.70	0.72	0.68	0.71	0.73	1.00

Table-8 expresses the ANOVA results highlight the varying significance of the independent variables in predicting Consumer purchase intention. **Perceived Value** emerges as the most significant predictor with the highest F-statistic (33.87, $p < 0.001$), emphasizing its critical role in shaping purchase decisions by demonstrating the value of product benefits relative to cost. **Brand Trust** ($F = 20.51$, $p < 0.001$) and **Customer Experience** ($F = 14.29$, $p < 0.001$) also significantly influence purchase intentions, highlighting the importance of

consumer confidence in the brand and positive shopping experiences. **Visual Appeal** ($F = 10.65$, $p = 0.001$) is another significant factor, reaffirming the role of aesthetically pleasing visuals in engaging consumers and influencing their decisions. Conversely, information design ($F = 2.34$, $p = 0.127$) does not directly affect purchase intention significantly, suggesting that clarity and organization enhance comprehension but may not directly drive purchase behavior. The residual variance (mean square = 0.140) indicates that the model explains a substantial portion of the variance in Consumer Purchase Intention. These results highlight the importance of prioritizing perceived value, trust-building, customer experience, and visual appeal in visual marketing strategies to influence consumer behavior effectively.

Table 8
ANOVA Test

Variable	Sum of Squares	df	Mean Square	F	p
Visual Appeal	1.486	1	1.486	10.65	0.001
Perceived Value	4.728	1	4.728	33.87	< .001
Information Design	0.327	1	0.327	2.34	0.127
Brand Trust	2.862	1	2.862	20.51	< .001
Customer Experience	1.994	1	1.994	14.29	< .001
Residuals	**54.990**	**394**	**0.140**		

Table-9 shows the regression analysis. It reveals that Perceived value, Brand trust, Customer experience, and Visual appeal are significant predictors of Consumer purchase intention, while Information design does not show a statistically significant impact. The model demonstrates strong explanatory power, with an R-value of 0.792 and an R^2 of 0.628, indicating that the predictors explain 62.8% of the variance in Consumer Purchase Intention, supported by an F-statistic of 10.65 ($p < 0.001$). Perceived Value emerges as the most influential factor, with a standardized coefficient (β) of 0.289 ($p < 0.001$), highlighting the critical role of evaluating product benefits relative to cost.

Brand trust ($\beta = 0.214$, $p < 0.001$) and Customer Experience ($\beta = 0.179$, $p < 0.001$) also significantly drive purchase intentions, emphasizing the importance of fostering confidence in the brand and creating positive shopping experiences. Visual appeal ($\beta = 0.158$, $p = 0.001$) further demonstrates its role in engaging consumers and influencing their decisions. Although Information design has a positive coefficient ($\beta = 0.079$), it is not statistically significant ($p = 0.127$), suggesting that while clarity and organization are important, they may not directly drive purchase behavior. These results validate the study's framework and emphasize that perceived value, trust, customer experience, and visual appeal are critical to influencing consumer purchase decisions, offering practical guidance for optimizing visual marketing strategies.

Table 9
Model Coefficients - Consumer Purchase Intention

Predictor	Unstandardized Coefficients (β)	Standardized Coefficients (β)	t	P-Value (Sig.)	Outcome
Intercept	0.317		1.93	0.054	
Visual_Appeal	0.165	0.158	3.26	0.001	**Accepted**
Perceived Value	0.287	0.289	5.82	< .001	**Accepted**
Information Design	0.080	0.079	1.53	0.127	**Rejected**
Brand_Trust	0.211	0.214	4.53	< .001	**Accepted**
Customer Experience	0.182	0.179	3.78	< .001	**Accepted**

F Value: 10.65, p Value: < .001, R: 0.792, R^2: 0.628, Adjusted R^2: 0.623

6. Discussion and Implications

The findings of this study highlight the significant role of visual marketing strategies in shaping consumer purchase intention, with constructs such as visual appeal, perceived value, brand trust, and customer experience showing strong positive relationships with purchase behavior. At the same time, information design does not exhibit a significant direct effect. These results

align with and extend existing literature by providing evidence specific to the context of online shopping in Bangladesh.

Perceived Value emerged as the most significant predictor of Consumer Purchase Intention, confirming that consumers are highly influenced by their evaluation of the benefits relative to the cost of a product. This aligns with the findings of Zeithaml (1988), who emphasized that perceived value is a key determinant of consumer decision-making. The strong relationship observed in this study indicates that when visual marketing effectively communicates product quality and value, it significantly drives consumer decisions in e-commerce platforms.

Brand Trust also showed a substantial impact on purchase intention, emphasizing the importance of fostering confidence in the brand through consistent and transparent visual content. This finding is consistent with Chaudhuri and Holbrook (2001), who highlighted trust as a critical factor in consumer loyalty and purchase behavior. In the context of online shopping, where consumers lack physical interaction with products, visual strategies that enhance brand trust are particularly crucial.

Customer Experience demonstrated a strong positive relationship with Consumer Purchase Intention, highlighting the importance of delivering engaging and seamless online shopping experiences. This supports Lemon and Verhoef's (2016) assertion that customer experience encompasses multiple dimensions, including emotional and cognitive engagement, that directly influence consumer behavior. For Bangladeshi consumers, the usability and enjoyment of the online shopping platform appear to be significant drivers of purchase decisions.

Visual Appeal, while slightly less influential than the aforementioned factors, still plays a critical role in shaping purchase intentions. The significant relationship observed in this study corroborates prior research by Pieters and Wedel (2004), who demonstrated that visually appealing elements such as imagery, colors, and layout enhance consumer engagement and create positive brand associations. In the competitive e-commerce landscape, visually attractive marketing materials act as a key differentiator, influencing consumer preferences.

On the other hand, **Information Design** did not exhibit a statistically significant impact on Consumer Purchase Intention. This finding diverges

from prior studies like Lurie (2004), which emphasized the importance of clear and well-organized information in decision-making. For Bangladeshi consumers, the emotional and experiential factors of online shopping, such as perceived value and trust, appear to outweigh the cognitive benefits provided by information clarity. This suggests that while organized information enhances usability, it may not be a primary driver of purchase decisions in visually dominated e-commerce environments.

The findings of this study have important implications for marketers and e-commerce platforms seeking to optimize their visual marketing strategies. First, businesses should prioritize enhancing perceived value by using visual content that clearly communicates product quality, benefits, and affordability. High-quality images, videos, and user testimonials can be instrumental in achieving this goal. Second, building brand **trust** through consistent branding, transparent communication, and reliable online platforms is crucial for fostering consumer confidence. Highlighting secure payment systems and showcasing customer reviews can further strengthen trust. Third, improving customer experience should be a focal point, with investments in user-friendly designs, interactive visual elements, and seamless navigation. Features like augmented reality (AR) previews or 360-degree product views can elevate the shopping experience and encourage purchases. Fourth, enhancing visual appeal through attractive color schemes, engaging layouts, and professional imagery can capture attention and foster positive brand associations. Although information design was not found to be a direct driver, ensuring the clarity and accessibility of product information remains important for supporting informed decision-making and reducing customer friction.

These findings provide actionable insights for practitioners, emphasizing the need to develop visually compelling, trustworthy, and value-driven marketing strategies to enhance consumer engagement and drive conversions. By focusing on these areas, e-commerce platforms can improve their competitive edge and adapt to the evolving demands of digital consumers.

7. Managerial Implications and Future Research Directions

The findings of this study offer actionable insights for e-commerce managers and marketers operating in Bangladesh and similar emerging markets. First, businesses should prioritize perceived value communication through visuals, such as side-by-side price comparisons and quality demonstrations, as it emerged as the strongest predictor of purchase intention. Second, brand trust-

building visuals, including security badges and consistent branding, are crucial for reducing consumer skepticism in online transactions. Third, mobile-optimized design is essential, given Bangladesh's smartphone-dominant user base, requiring fast-loading, thumb-friendly interfaces. Additionally, cultural adaptations, such as modest product imagery and locally relevant visuals, can enhance engagement, particularly for rural consumers.

While this study focused specifically on visual marketing strategies, we acknowledge the importance of examining how these visual elements interact with other digital marketing dimensions. Future research should explore the synergistic effects between:

1. Visual marketing and social media engagement strategies
2. Content marketing integration with visual presentation
3. Influencer endorsements and their visual representation
4. Search engine optimization of visual content
5. Cross-channel visual consistency

A more comprehensive approach examining these interrelated factors could provide deeper insights into consumer purchase intentions in digital environments. This study's visual marketing framework serves as a foundation for such expanded investigations, particularly in emerging market contexts where digital marketing channels are rapidly evolving.

8. Conclusion, Limitations

8.1 Conclusion

This study investigated the impact of visual marketing strategies on consumer purchase intention within the context of online shopping in Bangladesh. The findings revealed that key constructs—perceived value, brand trust, customer experience, and visual appeal—significantly influence consumers' purchasing decisions. Perceived value emerged as the most influential factor, highlighting the critical role of effectively communicating product benefits relative to cost. Brand trust and Customer experience also demonstrated substantial effects, emphasizing the necessity for brands to build trust and provide engaging, seamless online experiences. While faintly less impactful, visual appeal remains essential in attracting consumer attention and enhancing brand perception. Conversely, Information Design did not directly affect purchase intention significantly, suggesting that clarity and organization are important for usability. However, they may not directly drive purchasing decisions

compared to emotional and experiential factors. These results validate the theoretical framework and underscore the multifaceted nature of consumer decision-making in online environments.

8.2 Limitations

Despite the valuable insights gained, this study has several limitations that should be acknowledged. **Firstly,** the research was conducted within a specific cultural and geographical context—Bangladesh—which may limit the generalizability of the findings to other regions with different consumer behaviors and market dynamics. **Secondly,** the study employed a cross-sectional design, capturing consumer perceptions at a single point in time, which does not account for changes over time or the long-term effects of visual marketing strategies. **Thirdly,** data collection relied on self-reported measures through questionnaires, which may be subject to social desirability bias or inaccuracies in respondents' self-assessments. Additionally, excluding other potential influencing factors, such as socio-economic status, technological proficiency, or personality traits, might have affected the comprehensiveness of the analysis. Lastly, the non-significance of information design assessment needs further investigation, as it may have indirect effects or interact with other variables not captured in this study.

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