



# The effects of a visible brand aesthetic on sales and public perception

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## Introduction

Half of the challenges in fashion are the design and creation of concepts, clothing, and the less thought of elements like jewelry, themes, and presentation. However, the other lesser-known half of the challenge is getting people to buy the things you have created. People have studied for years what draws consumers into a store and what makes them stay and spend, and fashion marketers are no exception. Aside from known tactics like store size and location, another known strategy to maximize brand attention is an aesthetic or a brand theme that represents their culture or message.

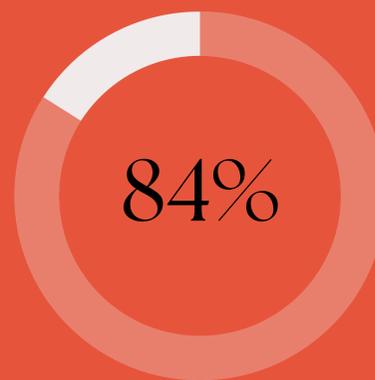
A brand founded in France might have elements of French architecture and colors that reflect the brand's clothing style and desired look for consumers. Every brand has a story to tell but many have learned the benefits of showing that aesthetic openly and implementing it into everything, their websites, events, and most importantly, their storefronts. The front of a store is extremely important (second only to the products being sold inside the store) as it is often the first impression a buyer gets of a brand and typically is the deciding factor in whether or not they'll spend money there.

If the store seems to match their chosen aesthetic or desired style they'll want to go inside, and this leads not only to more first-time buyers but more recognition as consumers will know and associate your brand with that particular style. As important as this is it's interesting to see just how beneficial this can be for a brand to implement in their stores. Thus, my study intends to analyze how beneficial, if at all, having a visible brand aesthetic is to sales and consumer recognition.

## Methodology

To accurately receive information from consumers that lined up with my initial question I used a survey given out to people at places with many stores (places like the mall, MKT, etc) and asked them questions about their shopping experience and how they viewed the brands they shopped at. I asked questions about what they first thought of when they thought of certain brands, if they remembered a brand or store because of its aesthetic, and if the appearance of a store influenced their shopping or view of the brand.

## Results: The importance of having a universal aesthetic



When asked if they thought of the brand's aesthetic, 126 shoppers responded affirmatively.



60%

When asked if the brand's aesthetic led to higher remembrance, 90 shoppers responded affirmatively.



When asked if the brand's aesthetic led to an increased likelihood to shop there, 79 shoppers answered affirmatively.

## Findings

Based on the results of my survey (answered by 150 shoppers from the Memorial City Mall, Galleria, and MKT shopping center) aesthetics have a large effect on how well a brand is received and increases their sales. When asked if they primarily thought of a brand's aesthetic, the majority of respondents said that they often associated the aesthetic of the brand when they thought of or were asked about it, and that when they talked about the specific aesthetic the brand came to mind.

When asked about the remembrance of a brand, many said that a brand having a specific aesthetic or look to it made it more memorable, and they were able to think of the store and its clothes faster and with a clearer idea of what it was because it had such a unique look due to its visual aesthetic. Many also remarked that the more unique a store looked, the more it remained in their mind and the easier it was to come back to it later.

Finally, when asked about how the appearance of a store impacted their desire to shop, the majority of shoppers said that store appearances had a large impact on whether they shopped there but so did the reputation of the brand. Based on the results, it was a half-and-half split on what was more important to consumers, brand reputation, and the brand's visible look.

Consumers who had never heard of brands (or were looking at smaller boutiques like MKT) said that the way a store looked from the outside told them everything about a brand without having to know anything about the history or purpose behind any of the decor. Those who had heard of the brands acknowledged that the outside and decor were important, knowing the reputation and values of a brand influenced whether or not they wanted to go and told them what the clothes would look like anyway. However, some did say that the message or value of a brand can be unclear, and that truly seeing the brand in person with decor and clothes gives you an absolute understanding of what a brand is selling.

## Discussion

By analyzing the results of the surveys it was clear that it is extremely important for a brand to have a unifying theme or aesthetic in all of their elements (social media, website, store appearance) and that by doing this you can not only increase sales but also encourage consumers to know your brand and be able to recognize it amongst other stores. It also gives you a positive reputation when grouped together with other stores that have that same aesthetic and encourages consumers to shop from you when they associate you with other brands that match their tastes and desired products. It increases the sales of a brand and the reliability of its consumers coming back for more, they can trust that even if there are new products they will still match the aesthetic that they associate with the brand.