

DOI: <https://doi.org/10.54663/2182-9306.2024.SpecialIssueM&D.1-5>

Editorial

Studies on the Intersection of Marketing and Design: Trends and Impacts on Consumer Behaviour.

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1. INTRODUCTION

How does design interact with Marketing? Abecassis-Moedas, C. (2019) concluded through his research that there must be a commitment between design and brands. In strategic terms and according to Mohamed, K., & Adiloglu, F. (2023) brands can differentiate themselves from competitors. Design elements that are distinctive, memorable, and on-brand values can help brands stand out in a crowded market. Branding, an essential marketing resource, must be managed rigorously.

Today, design is not confined to the development of new products or services in marketing, but brings together all activities that affect the performance and appearance of the brand (Vilar, E. T., 2014). The need to resort to design is based on four areas: (1) Products and services, (2) Spaces and equipment; (3) Communication and information systems, and (4) Visual identity. In this line of pointing the Design Management Institute states that design consists of the development, organization, planning, and control of resources related to the human use of products, communications, and environments.

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The authors of the articles in this special issue of the IJMCNM mostly share the results of studies conducted in various countries and contexts, which aimed to analyze marketing and design.

Having given this brief introduction, I invite the reader to read all the articles in this special issue to learn more about the results achieved in studies developed by researchers from universities and research centers in Pakistan, Malaysia, Ethiopia, and India.

2. STRUCTURE OF THE ISSUE

In the Special Issue on Marketing & Design of the IJMCNM, the reader will have *online* access to five research works about:

- 1. The Impact of Visual Content Marketing on Customer Purchasing Behavior: Evidence from Pakistan's Fashion Industry**, an article written by J Zahid Hussain, Muhammad Ussama Majeed, and Arman Khan, researchers from Pakistan. This study investigates the effectiveness of Visual Content Marketing (VCM) in Pakistan's fashion industry, focusing on how it engages customers and influences their buying behavior. Using a non-experimental quantitative methodology, data was collected from 300 respondents in Karachi. The analysis revealed that VCM elements such as visual appeal, emotional appeal, information quality, and social influence significantly affect consumers' buying behavior.
- 2. Design Complexity: Assessing Cross-Modal Correspondence between Complex Food Images and the Desire to Eat**, an article written by Chimeziem Elijah Nwankwo-Ojionu, Nor Azura Azharuddin, Moniza Waheed, Azlina Mohd Khir, and Emem Chimeziem Elijah, researchers from Malaysia. This study analyses how complex images of food increase the evaluation and desire to consume food. In two experiments with 300 participants, it was found that elaborate and aesthetically pleasing images significantly increase the desire to eat. Complex and attractive images mediated by a perception of palatability showed a cross-modal correspondence with the desire to consume food.

- 3. Brand Management and Firms' Performance: Systematic Review**, an article written by Shimels Zewdie Worke and Shimekit Kelkay Eshete, researchers by Ethiopia. This systematic literature review examines brand management and its connection to company performance. Analyzing 64 articles published between 2010 and 2023, the research highlights that brand management significantly improves company performance in product and service sectors. The study suggests that managers should follow all the phases of brand management: planning, implementation, and control.

- 4. Brand Revitalization of the Declining Mobile Phone Brand via Brand Ambassadors and Product Innovation**, an article written by Syed Ali Abbas, a researcher from Pakistan. This study develops a rebranding strategy to revitalize the declining Nokia brand. Using quantitative methods, the results indicate that brand ambassadors and product innovation have a significant impact on Nokia's revitalization. The research suggests that other brands in a similar situation could benefit from integrating product innovation strategies and the influence of brand ambassadors.

- 5. Enhancing Brand Reliance: Unraveling the Impact of Brand Image and Trust on Online Repurchases in the Tourism Sector**, an article written by Chudamani Sriramneni, GNPV Babu, and Suman Datta Sriramaneni, researchers by India. This study examines the factors that influence repurchase intention on online tourism platforms, focusing on brand image and trust using the SOR framework. With a sample of 381 consumers, the analysis revealed that customer support and compatibility significantly influence brand image and trust. The quality of information influences brand image, but not trust. The study suggests that building a strong brand image and fostering trust are crucial to improving the customer experience and encouraging repurchase.

The articles evaluated by a double-blind review system belong to authors who have presented the results of their studies that fit in the scientific areas of the IJMCNM, so they were accepted for publication in this international scientific journal.

3. ACKNOWLEDGMENTS

We want to thank the authors who have submitted their manuscripts and all the reviewers for their valuable contributions. The scientific importance of the publications in this and previous Issues of the IJMCNM is a strong reason for other authors to submit works for future Regular and Special Issues.

A final thanks to **Web of Science (WoS)**, **Journal Citation Reports™ (JCR™)**, **Journal Impact Factor™**, Qualis-CAPES, ERIH Plus, REDIB, RCAPP, MIAR, OAJI, LATINDEX, DRJI, Livre, INDEX COPERNICUS, FREE for the support given to the positioning of IJMCNM in the scientific community.

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How to cite this article:

Teixeira, S.; Lima, Ana.; Valle, L.; Remondes, J.; & Pereira, M. S. (2024). Studies on the Intersection of Marketing and Design: Trends and Impacts on Consumer Behaviour. *International Journal of Marketing, Communication and New Media*, Special Issue on Marketing & Design, 1-5.