

Examining How Brand Design Affects Consumer Purchasing Behaviour: A Literature-Based Analysis using a Case Study of Beni branch's Brasimba Brewery

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Abstract— This study investigates how consumer purchase behaviour is influenced by brand design components such packaging, logos, colours, and typography. While branding research is well-established in developed economies, there are few insights from African markets, such as the Democratic Republic of the Congo (DRC). Context-specific research is crucial since local cultural and contextual elements can significantly influence customer views. A literature-based, qualitative method was used. Purposively chosen, twenty-five peer-reviewed academic publications from 2010 to 2024 were subjected to theme analysis. To find recurrent patterns connecting visual brand aspects to customer behaviour in the consumer goods and beverage industries, data were methodically gathered, coded, and synthesised. Results indicate that brand design has a big impact on consumer choices. Brand recognition, perceived quality, emotional engagement, and purchase intent are all influenced by packaging, logos, and colour schemes. Particularly in regional markets like Beni, including culturally appropriate design elements enhances customer identification and loyalty. This study emphasises the strategic relevance of visual identity in emerging markets and adds insightful context-specific information to branding literature in Sub-Saharan Africa. Reliance on secondary data, however, restricts empirical validation, highlighting the necessity of field-based research to validate these connections and guide useful branding tactics.

Keywords— Brand design; Consumer behaviour; Packaging; Visual identity; Brasimba; Beni; DRC

I. INTRODUCTION

Businesses must implement tactics that help them draw in customers, set themselves apart from the competition, and maintain long-term success in an increasingly competitive global economy. One of the most strategic tools for accomplishing these goals is branding, which enables businesses to develop unique identities, increase customer trust, and promote brand loyalty. Strong brands help businesses

outperform rivals, lower perceived risk, and improve customer retention (Keller & Swaminathan, 2020).

Brand design, which includes visual and structural components including logos, colours, typography, packaging, and general product presentation, is essential to successful branding. These components function as communicative cues that affect consumers' perceptions of quality, value, and credibility in ways that go beyond aesthetics. Research shows that well-designed brands have a beneficial impact on consumer attitudes, emotional attachment, and purchase intentions. This is especially true in fast-moving consumer goods (FMCG) marketplaces, where consumers frequently make snap judgements based on few information (Aaker, 1996; Homburg et al., 2015).

In highly competitive industries where items are functionally identical, the significance of brand design is further enhanced. In these situations, visual identity and packaging are important differentiators that help businesses stand out in the eyes of customers. Customers are depending more and more on brand signals as cognitive shortcuts, utilising design elements to make difficult decisions easier to understand and require less effort (Aulia et al., 2024). As a result, companies that don't make strategic investments in brand design run the risk of becoming irrelevant and losing market share even while they provide high-quality goods.

The post-colonial business environment in the Democratic Republic of the Congo (DRC) has been marked by high company death rates in a number of industries. Nonetheless, the brewing sector has shown to be quite resilient, as evidenced by the establishment and growth of businesses like Brasimba Brewery. North Kivu's strategic significance in catering to eastern DRC markets prompted the establishment of Brasimba's

Beni branch there. However, the necessity for successful brand distinction has increased due to rising competition from other breweries, such as Bralima, Skol, and Bra Congo.

Despite Brasimba's significant market share, there is still a dearth of empirical data demonstrating how its brand design affects local Congolese consumers' purchase decisions. The majority of the branding literature now in publication is focused on developed economies, which limits its contextual applicability to African markets with distinct socio-cultural and economic dynamics (Srivastava et al., 2022). Academic knowledge and managerial decision-making in emerging markets are hampered by the dearth of localised empirical research.

Therefore, this study uses Brasimba Ltd., Beni Branch as a case study to investigate how brand design affects consumer purchase behaviour in an effort to close this gap. By placing the analysis in the Congolese FMCG setting, the study adds to the body of knowledge on branding by highlighting the need for empirical research relevant to Sub-Saharan African markets and offering context-specific insights (Kotler & Keller, 2016).

II. LITERATURE REVIEW

The theoretical and empirical research pertinent to the connection between brand design and consumer purchasing behaviour is reviewed in this section. The review highlights conceptual and contextual gaps that support the current literature-based analysis, synthesises important themes, and compares findings across research rather than offering isolated summaries.

A. Theoretical Review

This study's theoretical underpinnings are mainly derived from consumer behaviour theory, visual perception psychology, branding theory, and culturally grounded branding viewpoints. Together, these theories clarify how brand design components affect consumers' thoughts, feelings, and decisions to buy.

1.1.1. Brand Design as a Strategic Construct

The intentional use of visual, sensory, and symbolic components to convey a company's identity and value proposition is known as brand design (Stoimenova, 2017). Modern branding theory views brand design as an integrated system that includes logos, colour schemes, typography, packaging, and overall visual coherence, in contrast to limited definitions that equate branding just with logos. These components serve as market signals that lessen information asymmetry and affect consumers' assessments of credibility and quality (Keller & Swaminathan, 2020).

Consistent and emotionally impactful design improves brand memory and good brand associations, according to all branding theories. For example, some authors contend that visual consistency enhances brand meaning over time (Henderson et al., 2004), while other authors show that consumers' limited cognitive effort causes visual cues to significantly influence purchase decisions in low-involvement product categories like beverages (Yu et al., 2024).

According to this theoretical convergence, brand design influences consumer behaviour both psychologically and functionally.

1.1.2. Packaging and Consumer Behaviour

One of the most noticeable and significant elements of brand design, packaging serves both communication and protective purposes. According to studies, packaging is a "silent salesman" that communicates brand positioning at the point of sale (Henderson et al., 2004). However packaging features are consistently divided into two categories by empirical and theoretical research: informational components (labels, brand name, product details) and visual aspects (colour, shape, graphics) (Silayoi & Speece, 2007).

Indeed, visual characteristics typically have a greater impact on impulsive purchases and emotional reactions than informational signals, especially in competitive FMCG marketplaces where products are mostly similar (Purwaningsih et al., 2019).

Furthermore, coordinated visual packaging elements greatly boost purchase intention by improving brand experience, particularly in minimal involvement purchases, according to recent studies. In a sizable consumer sample, visual packaging components (colour, graphics, logo, typography) have a direct impact on purchase intention through brand experience (Liu et al., 2025).

According to empirical data, logos by itself can have a major impact on customer perceptions and attention. For example, logos are important for drawing in customers and forming favourable opinions, which supports your focus on visual identity (IJAAS, 2025).

At the same time, another recent study shows that by enhancing user experience, the packaging design increases brand trust and loyalty. Therefore, user-centric packaging design enhances brand loyalty and trust, which can be included in both theoretical and empirical portions (Heliyon, 2024). This distinction is crucial because it emphasises that consumers' purchasing decisions are influenced by both quick visual processing and logical appraisal, which supports the applicability of behavioural psychology-based brand design theories.

1.1.3. Psychology of Visual Branding

The customers' subconscious interpretations and reactions to design features are explained by the psychology of visual branding. Shapes convey modernism or tradition, typography conveys personality qualities, and colours stimulate emotions and cultural meanings (Phillips et al., 2014). Of this, Consumer trust and perceived authenticity are also greatly increased when brand personality and visual design align, according to studies (Mitra & Amir, 2018). Theoretically, associative learning and emotional branding theories, which contend that repeated exposure to consistent visual cues enhances emotional connection and brand preference, are consistent with these findings. As a result, the visual branding influences customer behaviour at both the affective and the symbolic levels in addition to the perceptual level.

1.1.4 Cultural Relevance in Brand Design

According to the cultural branding theory, brand meanings are the context-dependent and socially produced.

Consequently, the authors emphasised that culturally embedded design features, such regional symbols, language, and colour meanings, improve the consumer identification and the brand loyalty in African markets (Madinga et al., 2021). Thus, even with the high-quality products, firms that disregard cultural quirks frequently find it difficult to create emotional connection.

This theoretical understanding is especially pertinent to Sub-Saharan African contexts, where the socioeconomic circumstances, historical experiences, and the collective identity all influence consumer behaviour. Thereby, the relationship between brand design and consumer behaviour is moderated by cultural significance.

1.1.5 Brand Design in African FMCG Markets

According to the aforementioned, branding theory is well-developed worldwide, but there is still little empirical use of it in African FMCG markets. Thus, the current research indicates that perceptions of quality, authenticity, and trust are greatly influenced by visual identity and packaging (Mogaji et al., 2021; Rodrigues et al., 2023). Nevertheless, these studies frequently lack theoretical integration and are geographically confined in a small number of nations. Despite this, the research generally suggests that the brand design is likely to have a significant impact on the consumer purchasing behaviour in African marketplaces; however, the generalisability and practical application of current findings are limited by the lack of synthesised, theory-driven assessments.

B. Empirical Review

The empirical research in a variety of settings repeatedly demonstrates that the consumer purchase behaviour is influenced by brand-related factors. Then, the scope, technique, and conceptual focus of these researches, however, differ. For example, a number of research (Ebrahim, 2013; Mao et al., 2020; Markovic & Stojanovic, 2022) show that purchase

intentions are strongly influenced by brand image, brand personality, and brand experience, frequently through mediating variables like trust, emotional attachment, or perceived value. Although these results are strong, their applicability to FMCG markets is limited because many research concentrate on the technology or service sectors.

Other empirical studies emphasise how brand image mediates the relationship between marketing tactics and consumer choices (Genoveva, 2020; Anwar & Andrean, 2021; Sanny et al., 2020). Despite being insightful, these studies frequently place more emphasis on digital or promotional aspects than on essential components of brand design, such packaging and visual identity.

Crucially, a number of the older or the geographically remote research provide fundamental insights but are not contextually relevant for modern African FMCG marketplaces (e.g., Chovanová et al., 2015; Utama, 1991). In spite of this, technological developments and shifting consumer behaviour patterns further limit their usefulness.

Based on the above, three significant gaps can be found in the empirical literature. First off, rather of looking at integrated brand design systems, many research focus on discrete brand constructs. Secondly, cultural and regional settings receive little attention, especially in Sub-Saharan Africa. Thirdly, a literature-based synthesis technique that integrates theoretical and empirical ideas into a cohesive framework is rarely used in research.

C. Comparative Synthesis of Empirical Studies

In order to highlight the convergences, the divergences, and the current research gaps, this part provides a comparative synthesis of a few pertinent empirical studies, critically analysing their research emphasis, contextual contexts, methodological approaches, and identified limitations.

TABLE 1. Comparative synthesis of selected empirical studies on branding and consumer purchasing behaviour

| Author(s) & Year | Context | Key Variables | Methodology | Key Findings | Identified Limitations |
|------------------------------|----------------------|---|---------------------|--|--|
| Ebrahim (2013) | Consumer goods | Brand experience, brand knowledge, brand preference | Mixed methods (SEM) | Brand experience and knowledge significantly influence brand preference and repurchase intention | Limited focus on visual brand design elements |
| Genoveva (2020) | FMCG (Mineral water) | Green marketing, brand image, purchase decision | Quantitative (SEM) | Brand image mediates the relationship between marketing strategy and purchase decision | Focused on sustainability rather than brand design |
| Mao et al. (2020) | Smartphones | Brand image, brand personality, brand identity | Quantitative (SEM) | Brand image and identity significantly affect purchase intention | Technology-focused; limited FMCG relevance |
| Mogaji et al. (2021) | African FMCG (Beer) | Packaging, logo design, perceived quality | Survey | Visual branding influences perceived quality and authenticity | Limited geographical scope |
| Markovic & Stojanovic (2022) | Consumer services | Brand personality, satisfaction, loyalty | Survey & regression | Brand personality strongly predicts satisfaction and loyalty | Does not isolate design-specific variables |
| Rodrigues et al. (2023) | Emerging markets | Visual identity, brand recall | Quantitative | Local brands with strong visual identity outperform imports | Lacks cultural analysis |

Synthesis and Implications

Of the table above, although most studies look at these factors separately, the comparison analysis consistently shows that brand-related characteristics affect consumer behaviour. Of this, few studies specifically combine the consumer psychology, the cultural relevance, and the visual brand design

into a unified framework. Furthermore, theory-driven reviews continue to under-represent African FMCG markets.

By combining theoretical and empirical insights into an integrated conceptual framework that explains how brand design elements affect consumer purchase behaviour through

perceptual and emotional mechanisms, the current study fills in these gaps.

Identified Research Gap

There is a dearth of integrated, theory-driven studies that particularly address the brand design and the consumer purchase behaviour in the emerging and African FMCG markets, despite the abundance of branding literature. Studies that already exist are frequently out-of-date, context-specific, or fragmentary. By offering an organised, theme literature-based analysis that integrates branding theories and empirical data into a logical explanatory framework, this study fills this knowledge gap.

Research objectives and hypotheses

Based on the findings of earlier research, the primary objective of this study is to use the Beni branch of Brasimba Brewery as a contextual case to analyse the impact of brand design on consumer purchasing behaviour through a literature-based examination, with a focus on essential design components like logos, packaging, colour schemes, and typography. In order to do this, the research focusses on the following specific objectives:

- To determine whether brand design significantly influences consumer purchasing behaviour.

- To evaluate how visual brand design elements affect consumers' perceptions of the brand.
- To examine the extent to which consumer perceptions of the brand influence purchasing decisions.

The following null hypotheses were developed for empirical investigation in order to answer the study issues mentioned above:

H₁: There is no significant relationship between brand design and consumer purchasing behaviour.

H₂: There is no significant relationship between visual brand design elements (logos, packaging, colour schemes, and typography) and consumer perceptions of the brand.

H₃: There is no significant relationship between consumer perceptions of the brand and consumer purchasing behaviour.

Conceptual Framework and Synthesis

Each of the hypotheses, which link particular the brand design elements which are regarded as the independent variables to the consumer purchasing behavior which is the dependent outcome, represents a testable relationship within the suggested conceptual framework based on the reviewed literature. Of this, the perceptual and the emotional reactions are important mediating factors that transmit the influence of brand design on consumer behaviour.

Brand Design (IV)

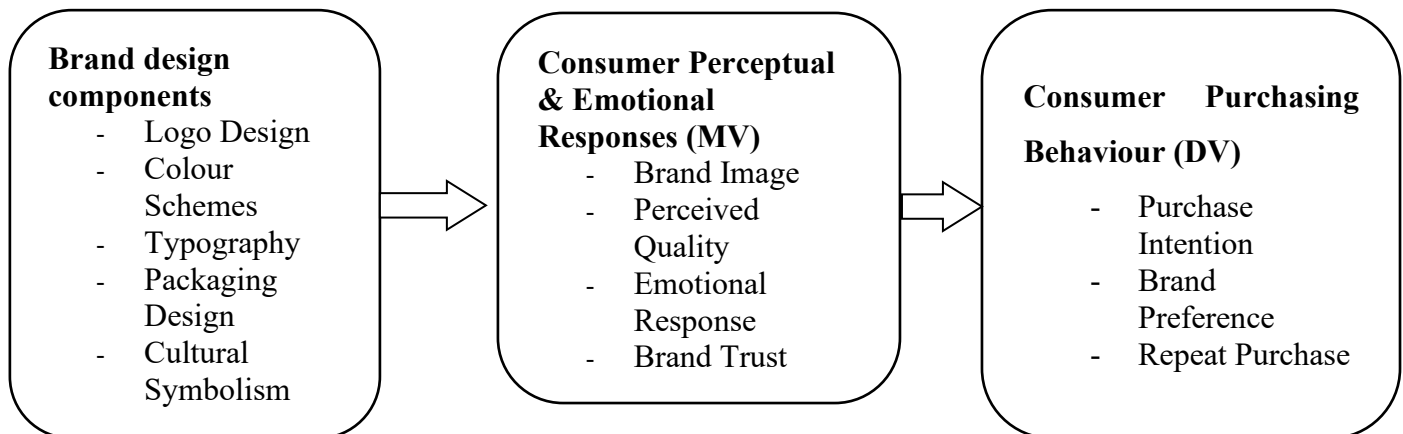


Figure 1: A conceptual framework showing the proposed connections between customer purchasing behaviour and brand design elements.

Source: Authors' conceptualisation (2025), informed by branding and consumer behaviour theories (Henderson et al., 2004; Keller & Swaminathan, 2020; Mitra & Amir, 2018; Phillips et al., 2014; Silayoi & Speece, 2007).

According to the above study's conceptual framework, brand design which is exemplified by important visual components including logos, packaging, colour schemes, and typography acts as a strategic stimulant that influences customer purchase decisions. The framework, which draws on theories of branding and consumer behaviour, makes the assumption that customers, especially in low-involvement product categories, rely on visual brand signals to build perceptions and emotional responses. There is a clear connection between brand design and consumer purchasing behaviour because these impressions affect how customers assess brands and eventually steer their purchasing decisions.

III. METHODOLOGY

In order to synthesise the theoretical and the empirical findings on the connection between brand design and consumer purchasing behaviour, this study uses a qualitative, literature-based research methodology with the thematic analysis. For instance, the researchers integrate current knowledge and identify research gaps by using the literature-based methodologies, which are especially useful for examining patterns, themes, and the conceptual connections across various studies (Tranfield, Denyer, & Smart, 2003; Webster & Watson, 2002). At the same time, a methodical way to identify and analyse recurrent ideas in qualitative literature is through the thematic analysis (Braun & Clarke, 2006).

Research Sample

The purposive sampling was used to pick 25 peer-reviewed journal papers published between 2010 and 2024 for the study sample. In the literature-based research, a purposeful sampling is frequently employed to find sources that are most pertinent to the study issue (Palinkas et al., 2015). Therefore, the following criteria were used for inclusion: (1) the studies that addressed brand design, visual branding, packaging, or related the constructs of consumer behaviour; (2) empirical or theoretical insights pertinent to FMCG, marketing, or the beverage industry; and (3) the published in English in respectable journals that were indexed in Scopus or Web of Science. Additionally, the editorials, opinion pieces, studies unrelated to consumer behaviour or brand design, and the entire texts that were not available were eliminated by the exclusion criteria. Based on the above, this strategy made sure that the chosen studies had a significant contribution to achieving the goals of the study (Booth et al., 2016).

Data Sources and Instruments

The Google Scholar, Web of Science, and Scopus were used to find the pertinent material. Of this, each study's publication year, the methodology, the context, main findings, and the

relevance to consumer behaviour and brand design were all methodically gathered by using a data extraction template. For the qualitative synthesis, this method guarantees thorough and consistent data collection (Fink, 2014). In order to give industry-specific context, especially for the beverage sector, the supplemental sources such business reports, marketing materials, and internet information were explored (Eisenhardt, 1989).

Data Collection

Using a structured search approach, a systematic review of the literature was carried out. For instance, the combinations of "brand design," "consumer behaviour," "packaging," "brand identity," "brewery marketing," and "African beverage industry" were among the key terms. According to Denyer and Tranfield (2009), only research that satisfied the inclusion requirements and was released between 2010 and 2024 was taken into account. In order to improve the transparency and the reproducibility (Moher et al., 2009), a PRISMA-like flowchart shows the literature identification, screening, eligibility, and inclusion procedure as follows:

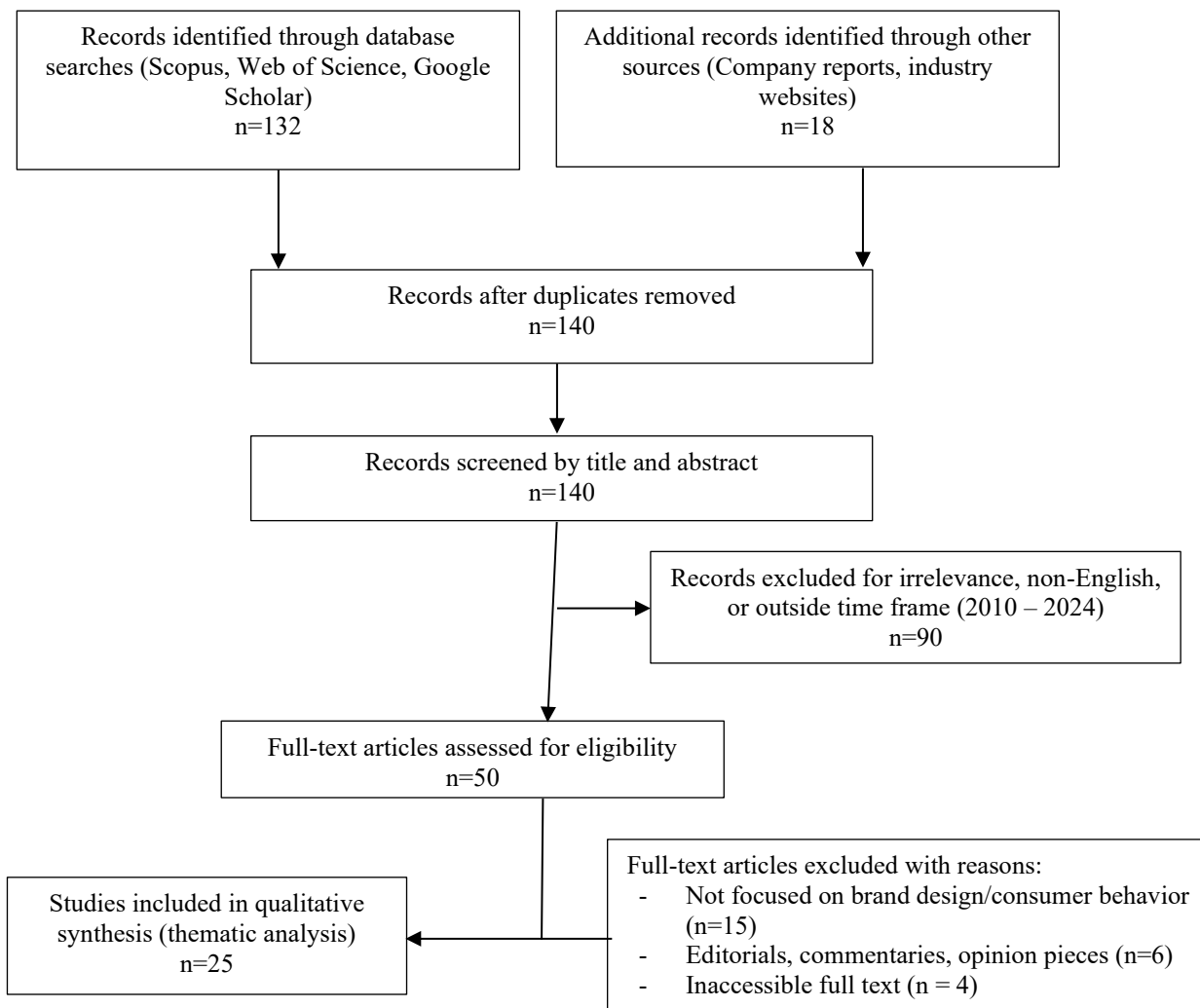


Figure 2. PRISMA 2020 Flow diagram of study identification, screening, and inclusion

According to the PRISMA 2020 criteria, this chart shows how the information moves through various stages of the review. Of this, the database searches and other methods were used to find records. So, records were sorted by title and abstract after duplicates were eliminated. Then, by using predetermined inclusion and exclusion criteria, the full-text reports were evaluated for eligibility. Furthermore, the reports that didn't fit the eligibility requirements such as editorials, commentary, unrelated subjects, or items that couldn't be accessed were eliminated. Lastly, the review's qualitative synthesis covered the remaining studies.

Data Analysis

To find the recurrent themes, ideas, and connections among the chosen papers, thematic analysis was used (Braun & Clarke, 2006). In order to find the convergences and divergences, studies were categorised by using the predetermined themes derived from branding and consumer behaviour theory (deductive coding), then methodically contrasted (analytical coding). While "deductive" refers to using theory-driven codes to organise the synthesis, "analytical" refers to methodically contrasting and the comparing findings of the study (Nowell et al., 2017). For instance, a thorough qualitative synthesis that incorporates the theoretical and the empirical findings is made possible by this method.

Limitations

The results of this study can't be empirically validated because it only uses the secondary data. According to Webster and Watson (2002) and Tranfield et al. (2003), the literature-based research offer rich conceptual insights but fail to capture the primary consumer behaviour or context-specific market dynamics. Therefore, to improve the findings' generalisability and applicability, future research should supplement this strategy with empirical field studies, especially in the African FMCG environments.

IV. RESULTS

With a particular focus on Brasimba Ltd.'s Beni branch, the current study examines the effect of brand design on the consumer purchasing behaviour by synthesising ideas from theoretical and empirical literature. Of this, a number of crucial aspects of the brand design are identified by the analysis, including visual identity, packaging, cultural relevance, emotional appeal, and brand personality, all of which work together to influence the consumer perceptions, purchase intentions, and loyalty. Thus, the results are given in accordance with the research objectives of the study and provide useful advice for creating branding strategies that are specific to local market conditions.

A. Results Related to Objective 1: Influence of Brand Design on Consumer Purchasing Behaviour

1.1.1. Visual Identity Elements

According to the aforementioned research, the visual identity is widely acknowledged as a crucial component of brand design that has a major impact on consumer perception and recall. Logos, colour schemes, typography, and other visual cues are examples of components that establish a brand's initial the impression and build trust, particularly with new customers

who have little prior experience. At the same time, reliability and brand confidence are reinforced when visual components are consistent across all touchpoints, such as product packaging, promotional materials, and digital platforms. Therefore, maintaining a unified visual identity for Brasimba through unique logos, tasteful colour schemes, and readable typography helps improve brand recognition and sway consumer choices.

1.1.2. Packaging Design

In addition to protecting goods, the packaging acts as a "silent salesperson" at the point of sale, conveying features, brand values, and the quality of product. Of this, particularly in fast-moving consumer goods (FMCG) categories like beverages, the aesthetically pleasing and the useful packaging can improve consumer impressions and encourage purchases which are impulsive. Indeed, Brasimba believes that packaging that is both aesthetically pleasing and functional will boost customer engagement and communicate the brand's dedication to quality.

1.1.3. Emotional Connection

Based on analysis, the loyalty and repeat purchase behaviour can be influenced by brand design that inspires favourable emotions or displays a relatable personality. For instance, it was seen that human-like perceptions are created by design features that convey qualities like sincerity, excitement, or sophistication, which encourage the emotional connection. Additionally, the promotional materials and packaging that appeal to consumers' emotions, for instance, promote attachment and raise the possibility of repeat purchases. Then, Brasimba's use of emotionally charged design components can improve brand preference and foster enduring customer relationships.

B. Results Related to Objective 2: Visual Brand Design and Consumer Perceptions

1.2.1. Logos and Colour Schemes

Visual components like colour schemes and logos have a significant impact on consumer perceptions by affecting perceived quality, brand identification, and trust. Particularly in low-involvement FMCG markets, consistency fosters good assessments and strengthens credibility.

1.2.2. Cultural Relevance

By incorporating the regional symbols, customs, and societal values, cultural relevance in brand design improves the consumer identification and loyalty. Of this, customers in Beni react favourably to companies that use emotionally charged visual components that have local significance. The literature indicates also that culturally sensitive design promotes trust and enduring brand affinity, despite the paucity of empirical studies directly evaluating Brasimba's cultural alignment. For more explanation, the deeper customer engagement in the Beni market can thus be supported by incorporating regional cultural elements into visual branding and packaging.

C. Results Related to Objective 3: Consumer Perceptions and Purchasing Behaviour

1.3.1. Brand Personality, Satisfaction, and Loyalty

From analysis, the consistent human-like traits that a brand communicates through its design, communication, and product experience are referred to as brand personality. For instance, the perceived product quality, customer contentment, and purchase intents are all improved when the personality of brand aligns with the lifestyle or values of the consumer. In order to create comprehensive customer assessments, brand personality interacts with pricing, general brand reputation, and the emotional resonance. Based on this, Brasimba can increase long-term loyalty, foster satisfaction, and develop trust by making sure that all brand components visual design, packaging, and messaging reflect a consistent and engaging personality.

D. Implications for Brasimba Beni Branch

When these results are applied to the Beni branch of Brasimba, a number of implications become apparent. Brand awareness and trust among local consumers can be greatly increased by emphasising a consistent and well-executed visual identity, including logos, colour schemes, and typography. In a similar vein, attractive, high-quality packaging is likely to increase impulsive purchases and successfully convey the value of the product. While emotionally engaging design features can deepen consumer connections and increase the possibility of repeat purchases, culturally relevant design elements may further boost local consumer affinity and loyalty. Lastly, maintaining customer satisfaction and long-term loyalty requires making sure that every aspect of the brand reflects a consistent and appealing brand identity that is in line with consumer expectations and lifestyles.

Briefly, the brand design influences customer purchase behaviour in different ways. Brasimba may improve consumer impressions, trust, and loyalty in Beni by incorporating visual identity, packaging, cultural connection, emotional involvement, and brand personality. These observations underline the necessity for more empirical research to evaluate the precise impact of Brasimba's brand design within the local environment, while also emphasising the significance of implementing literature-based best practices in local branding initiatives.

E. Hypotheses validation

Since the present study takes a literature-based analytical method, the theoretical and empirical synthesis rather than statistical testing is used to validate hypotheses. Of this, the findings' consistency throughout the evaluated literature and their conformity to the conceptual framework of the study serve as the foundation for each hypothesis' validation. As a result, the combined findings from the studied literature consistently show that the brand design has a significant impact on how consumers make purchases. In addition, purchase intentions, contentment, and loyalty have been proven to be influenced by visual identity, packaging, cultural significance, emotional appeal, and brand personality. These results suggest that brand design has a direct and multifaceted impact on consumer purchase behaviour, which runs counter to the null hypothesis.

As a result, the alternative theory that brand design has a major impact on customer purchasing behaviour is supported by the theoretical rejection of H_1 .

Simultaneously, the findings show that visual brand design components have a significant impact on consumer perceptions by affecting perceived quality, brand identification, trust, and the emotional reactions. Consistency in logos, colour schemes, typography, and packaging increases brand confidence and allows positive evaluations, particularly in low-involvement FMCG markets. Furthermore, the existence of this relationship is strongly supported by the convergence of evidence from branding and the studies of consumer behaviour. As a result, H_2 is rejected since there is a clear connection between visual brand design aspects and consumer impressions of the brand.

Continuously, the consumer perceptions like trust, emotional attachment, perceived quality, and brand personality are crucial in influencing the purchase decisions and recurring purchasing behaviour, according to the reviewed research. It has been also discovered that the favourable brand perceptions boost purchase intentions, reinforce loyalty, and improve satisfaction. Then, these results show a significant correlation between consumer perceptions and purchase activity, which clearly contradicts the null hypothesis. Consequently, the synthesised data likewise rejects H_3 .

Based on the literature-based analysis, all three null hypotheses of the study are rejected in light of these findings. For instance, the results verify that brand design has a direct and indirect effect on customer purchase behaviour through consumer perceptions. Therefore, this validation bolsters the conceptual framework of the study and the claim that integrated brand design strategies are essential for influencing customer behaviour, especially in regional FMCG markets such as Brasimba Ltd.'s Beni branch.

V. DISCUSSION AND IMPLICATIONS

With particular reference to the Beni branch of Brasimba Ltd., this section highlights the theoretical and practical significance of the study's findings in regard to the body of the current branding literature. In contrast to the results section, which concentrated on summarising the findings, this discussion analyses the results in light of the objective of the study, the local context, and the gaps found in earlier studies.

5.1. Discussion of Findings

The findings of this literature-based analysis support a robust and reliable correlation between the consumer purchasing behaviour and the brand design, especially in fast-moving consumer goods (FMCG) categories such as drinks. According to the branding theory, consumer perceptions, trust, and loyalty are shaped by visual identity, packaging, cultural relevance, emotional appeal, and brand personality (Aaker, 1997; Keller & Swaminathan, 2020).

Furthermore, the results support the claim that consumers use visual identity components like logos, colours, and typography as crucial cognitive shortcuts when making the judgements about what to buy in low-involvement categories of product. This confirms the previous research indicating that when the consumers have little time or knowledge to consider options, visual cues are more important (Henderson et al., 2004; Yu et al., 2024). For Brasimba, maintaining a consistent visual

identity seems to be especially crucial for boosting recognition of brand in a cutthroat local beverage market.

In addition, packaging design was found to have a significant impact on consumer behaviour, validating its function as a communication tool at the sale moment. Of this, the current synthesis validates earlier research that described packaging as a "silent salesperson," particularly in situations when the purchases are frequently made on the spur of the moment (Silayoi & Speece, 2007; Mogaji et al., 2021). Continuously, packaging serves as a visual indicator of quality, authenticity, and brand confidence in addition to providing protection for beverages sold in Beni.

In the Beni setting, the cultural significance is an especially significant factor. For instance, the results are consistent with cultural branding theory, which contends that local symbols, identities, and values are more likely to be trusted and supported by customers (Mooij, 2010; Madinga et al., 2021). Then, the literature clearly indicates that culturally embedded design strengthens emotional attachment and long-term loyalty, particularly in Sub-Saharan African markets, notwithstanding the paucity of direct empirical investigations on the Brasimba's cultural alignment in Beni.

Based on the above results, consumer-brand relationships are further strengthened by emotional connection and brand personality. Indeed, the findings corroborate earlier studies showing that emotionally charged brand designs promote the satisfaction of customer, repeat business, and favourable word-of-mouth (Malar et al., 2011; Markovic & Stojanovic, 2022). It was seen that, also, customers respond to the symbolic and emotional meanings ingrained in brand design in addition to evaluating functional product qualities. Simultaneously, for local firms looking to compete with foreign alternatives, this result is very pertinent.

Lastly, overall the conversation demonstrates that the brand design functions as a whole system as opposed to discrete components. Of this, consumer behaviour is influenced holistically by visual identity, packaging, culture, and emotion, which highlights the importance of an integrated branding strategy in the developing markets in Africa.

5.2. Theoretical Implications

From a theoretical standpoint, the present study adds to the body of knowledge on branding by applying well-established theories of brand design to an understudied FMCG scenario in Central Africa. Although the majority of current branding frameworks come from Western or Asian markets, for which the results indicate that their fundamental presumptions hold true in the context of Africa, albeit with a greater focus on emotional involvement and cultural relevance.

In addition, the study backs up the idea that brand design should be viewed as a multifaceted concept rather than a set of discrete variables. Moreover, the study addresses calls for more integrated and theory-driven branding research in the emerging markets by combining visual identity, packaging, cultural relevance, and brand personality into a unified analytical framework (Mogaji et al., 2021; Rodrigues et al., 2023).

For more explanations, the results support the cultural branding theory by highlighting cultural relevance as a

moderating factor in the brand design success. Based on that, this suggests that future African branding models should specifically take socio-cultural context, regional identity, and symbolism into account.

5.3. Practical Implications for Brasimba Beni Branch

The results have many practical ramifications for the Beni branch of Brasimba Ltd. Therefore, firstly, the constant investment in logos, colour schemes, and typography can strengthen the consumer trust and improve the identification of brand in order to increase brand credibility, packaging, advertising, and distribution channels must all be consistent.

Secondly, rather than being solely a practical component, the packaging design should be viewed as a strategic marketing asset. For instance, in the very competitive beverage business, enhancing packaging aesthetics, information clarity, and handling convenience can encourage impulsive purchases and strengthen perceptions of quality.

Thirdly, using culturally relevant components like regional colours, symbols, or language helps improve emotional ties with Beni customers. Then, this strategy is especially pertinent in post-conflict or economically delicate settings when consumer decision-making is heavily influenced by trust and local identity.

Lastly, sustaining a consistent and approachable brand personality throughout all brand touchpoints helps improve long-term loyalty and the satisfaction of consumer. For instance, Brasimba is positioned not only as a beverage manufacturer but also as a well-known and reliable local brand by matching its personality to the expectations and lifestyles of the local consumers.

5.4. Broader Implications and Future Research

Beyond Brasimba, the study emphasises the significance of hybrid branding approaches that blend the local design sensibilities with the global branding concepts. For instance, the companies that operate in varied and fragmented markets, such as the Democratic Republic of the Congo, have a higher chance of success if they strike a balance between cultural sensitivity and professional brand management. Moreover, the report also emphasises the need for more empirical research with a particular focus on FMCG African markets. In spite of this, the generalisability of the current branding theories would be strengthened and more context-specific management insights would be provided by quantitative studies looking at customer reactions to localised the brand design in areas such as Beni.

VI. CONCLUSION

In line with the purpose and assumptions of the study, this section offers the recommendations and the conclusions drawn from the described findings.

Conclusion

Using the Brasimba Brewery, Beni branch as a contextual reference, the present study used a literature-based analysis to investigate the effect of brand design on consumer purchase behaviour. Of this, the important components of brand design, such as logos, packaging, colour schemes, and typography,

received the special attention. To achieve this goal, the study used a qualitative research design based on a thematic analysis and systematic review of 25 peer-reviewed publications published between 2010 and 2024.

From a methodological perspective, the application of theory-driven theme analysis, the purposive sampling, and the structured data extraction allowed for a cogent synthesis of the theoretical and the empirical evidence found in the literature on branding and consumer behaviour, particularly in FMCG and beverage sectors. Of this, the methodical approach guaranteed analytical rigour and solid agreement with the research aims, even though the study only used the secondary data.

The results show that customer purchase behaviour is significantly and multifacetedly influenced by the brand design. Then, logos, colour schemes, and typography are examples of visual identity components that have a significant impact on the perceived quality, brand recognition, and trust. Additionally, beyond its practical use, packaging design is a potent communication tool at the point of sale that frequently encourages the impulsive purchases. Moreover, especially in localised areas like Beni, culturally appropriate design aspects improve consumer identification with the brand while long-term loyalty, recurring business, and customer satisfaction are further enhanced by emotional appeal and a distinct brand identity.

Of the above, all things considered, the compiled data demonstrates that brand design influences customer purchase behaviour both directly and indirectly through consumer perceptions and emotional reactions. The suggested conceptual framework is supported by the theoretical rejection of all null hypotheses, which also emphasises the strategic significance of integrated brand design. Therefore, for Brasimba's Beni branch, brand design should be seen as a crucial strategic tool for fostering preference, trust, and long-term customer loyalty rather than just an aesthetic factor.

Managerial Recommendations for Brasimba (Beni Branch)

Based on the above thematic findings, several practical recommendations can be drawn to support the branding decisions at the Brasimba Beni branch. Therefore, the recommendations derived from the findings of the study are summarized in Table 2 below. So, they are directly aligned with the key brand design elements identified in the findings and are intended to guide the practical decisions of branding.

Implications for future research

The present study is constrained by its dependence on secondary data, even though it provides insightful the theoretical information. For instance, to test the identified associations empirically, the future study should use primary data collection techniques, such as consumer surveys or experimental designs carried out inside the Beni market. Therefore, these research would improve the contextual findings validity and offer more detailed instructions for putting brand strategies into practice.

In summary, this study contributes to the body of knowledge on branding and consumer behaviour by showing that effective brand design strategies based on visual identity,

packaging, cultural relevance, emotional engagement, and brand personality are crucial in order to influence the consumer purchasing behaviour in localised FMCG markets. By implementing these research-proven tactics, the Brasimba Beni branch may boost long-term brand loyalty, increase consumer trust, and become more competitive.

TABLE 2. Actionable Brand Design–Based recommendations for Brasimba (Beni Branch)

| Brand Design Element | Key Insight | Recommended Action |
|----------------------|--|---|
| Logo | Consistency strengthens recognition and trust | Maintain a stable and distinctive logo across all products and communication channels |
| Colour Scheme | Colours shape emotions and perceived quality | Use culturally appealing and consistent colours that convey freshness and quality |
| Typography | Readability enhances professionalism | Apply clear and uniform typography across packaging and promotional materials |
| Packaging Design | Packaging influences point-of-sale decisions | Combine visual appeal with functional features such as durability and ease of use |
| Cultural Elements | Cultural relevance builds emotional attachment | Integrate subtle local symbols or language cues into packaging and branding |
| Emotional Appeal | Emotional engagement supports repeat purchases | Design visual materials that evoke positive emotions such as trust and enjoyment |
| Brand Personality | Coherence improves satisfaction and loyalty | Ensure alignment between visual identity, messaging, and overall brand experience |

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