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Research of aesthetic trends in advertising and design as a means of increasing consumer appeal of products

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ABSTRACT

The aim of the article is to explore the aesthetic trends in advertising and design and their impact on increasing the consumer appeal of products. To achieve the research aim, a survey among 76 respondents was conducted. They included primary respondents and secondary respondents. The data analysis suggested using quantitative analysis (statistical methods, correlation analysis, frequency distribution) and qualitative analysis (representation of consumers' opinions). The findings showed that aesthetic trends used in advertising and design include minimalism, colorful visuals, retro and vintage aesthetics, eco-friendly design, abstract and surreal design, AR and interactive design. The survey results demonstrated that AR and interactive design, colorful visuals, and minimalism are considered to be the most effective. It was revealed that color, scent, sound, music imagery, animation and special effects, video content, branding elements, interactive infographics, and game-like elements enhance the impact of advertisement. Evaluating advertising and design elements, it was outlined that sound and music have the most significant impact on consumers. Imagery, color, and animation were also indicated as important advertising and design elements. The identification of the level of emotional and cognitive engagement of consumers showed that most consumers feel brand identity and brand trust under the effect of advertising aesthetics.

Keywords: Advertising aesthetics, brand identity, brand trust, emotional and cognitive engagement, visuals.

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1. Introduction

Aesthetics, a multifaceted concept that varies across different sciences, is usually associated with perceptions, reflection, judgment, and value (Lee et al., 2022). Philosophy means understanding beauty as an objective ideal beyond the material world (Winter, 2024). In psychology, aesthetics examines the cognitive, emotional, and neurological processes necessary for appreciating beauty, art, and design (Egermann & Reuben, 2020). In some research, aesthetics is explained in the context of linguistics (Tran, 2024), art (Egermann & Reuben, 2020), or even mathematics or engineering (Furferi & Buonamici, 2023). In addition, psychological theories on aesthetics, such as Gestalt principles (Shabalina et al., 2025) and emotional branding frameworks (Manohar et al., 2023; Niharika & Yadav, 2023),

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provided valuable data on consumers' perceptions and interaction with brand imagery and design. The findings show that Gestalt principles focus on the human tendency to perceive whole patterns rather than individual components (Shabalina et al., 2025). It explains the way consumers organize visual elements of advertising and design. Similarly, emotional branding frameworks indicate that consumers form the emotional connection consumers with brands (Niharika & Yadav, 2023). They suggest that brand identities and marketing strategies evoke specific emotions among individuals and change their purchasing behaviour.

In marketing and advertising, aesthetics is concerned with the influence of aesthetic elements on consumer behavior and brand perception. According to Rejón-Guardia (2024), advertising and aesthetics are closely interrelated as visual appeal and product design-build consumption patterns and shape consumer perceptions, emotions, and making. In this context, Shi, Huo, and Hou (2021) state that the aesthetic process is rapid and indirect; it can result in sensory pleasure and delight. Due to the rich visual ambiance, aesthetics in marketing regards color psychology, packaging, branding, and advertising design (Mir, 2024). Besides, some findings in consumer behavior show that visually appealing products and advertisements activate emotional responses since they can ignite positive associations with a brand (Opusunju et al., 2024). Additionally, aesthetics differentiates products in a competitive market, enhancing brand identity and constructing the brand visual aesthetic trigger response chain (Yun et al., 2022).

Aesthetics in advertising and design has developed various cultural, technological, and artistic movements. In the early XXth century, advertising combined organic and geometrical aspects of Art Nouveau and Art Deco (Kushwaha & Srivastava, 2021). This period was characterized by intricate ornaments, decorative illustrations, geometric designs, the use of luxury materials, and machine-age influence, at the same time emphasizing beauty in natural forms. The mid-century saw the rise of modernist simplicity, minimalism, functional design, and structural shifts in gender roles (Carrasco-Santos et al., 2024). Further, the emergence of mass media and television advertising led to the use of bold colors, glamorous images, and emotional narratives transcending messages to the audience (Mochama, 2020). Digital technologies transformed advertising aesthetics, embracing innovation, eclectic designs, surreal visuals, and irony techniques. Dagalp and Södergren (2023) insist that aesthetics is a tool to capture audience attention, and to be effective, aesthetic communication in advertising is made more eccentric, provocative, abstract, immersive, poetic, vulgar, and, in a word, irresistible (Hagtvedt, 2022). Also, some findings argue that presently, products and brands suffused by aesthetic impact go far beyond functionality and enter the realm of art (Shi et al., 2021). Today, advertising aesthetics are affected by AI-generated visuals, immersion, nostalgic revivals, and sustainable branding, enhancing creative quality and ad impact (Gao et al., 2023).

The research devoted to aesthetic trends in advertising and design is important in modern scientific discourse since it focuses on understanding the impact of visual elements on human perception, behavior, and decision-making. At the same time, it is to outline effective techniques to increase product attractiveness. Obviously, in the era of advertisements, the description of design elements is strategically useful for the explanation of the principles of formation of public opinion and the creation of emotional connections between the product, the brand, and the customer. Moreover, the study on aesthetic advertising may contribute to the analysis of consumer actions and motivations to maximize marketing strategies.

Considering this, the research aim is to explore the aesthetic trends in advertising and design and their impact on increasing the consumer appeal of products. The study seeks to answer the following research questions:

- 1) What are the current aesthetic trends in advertising and design that most effectively appeal to consumers?
- 2) What advertising and design elements contribute to consumer perception of brand identity?
- 3) What role does emotional and cognitive engagement through aesthetic design play in building consumer trust and brand loyalty?

The research is also based on the verification of the null hypothesis (H₀). It is stated as follows:

H₀: Aesthetic trends in advertising and design positively affect the consumer appeal of products.

While achieving the research aim, the paper was organized as follows. Section two analyses the scientific literature in the field, while section three describes the research methodology and focuses on research design. Section four presents the research results and interprets their significance theoretically and practically. Finally, section five summarizes the research outcomes and offers the potential directions for future investigation.

2. Literature review

In recent years, we have witnessed the expanding application of advertising and design across various fields, particularly marketing, technology and digital services, healthcare and pharmaceuticals, tourism, education, fashion, and more (Gao et al., 2023; Mochama, 2020; Umoru et al., 2024). Specifically, advertising and design are increasingly explained through studies regarding consumer behavior and brand formation (Alsharif et al., 2022; Araujo et al., 2020). For example, Shi et al. (2021) investigated the effects of design aesthetics on the value evaluation of a product. The scholars insisted that product aesthetics is important in new product development. At the same time, they admitted that design aesthetics impacts consumers' responses and increases the product value. Some findings specified how design aesthetics change consumers' purchase intention of cultural and creative products considering their perceived value (Li & Li, 2022). Besides, it is worth mentioning the research of Hagtvedt (2022) that substantiates three areas of aesthetic design: art marketing, the psychological experience of art, and the use of art in product marketing. In his work, the author also reveals the aesthetic design elements consumers use to identify a product or a brand – sounds, scents, and other sensory stimuli – and to establish sensory communication triggering recognition and belonging.

Consumer perceptions are greatly affected by the aesthetic quality of advertising (Dagalp & Södergren, 2023). Some findings prove that verbal information in the advertisement positively influences individuals (Shi, 2021). Pryshchenko (2023) proved that color is a component of content analysis of visual images implemented in the advertisement, brand identity, and emotional responses. This principle refers to commercial, political, and public ads. Certain works studied picture-based artistic advertisement (Glowka, 2021). Thus, it was demonstrated that a visual rhetorical figure and the high sensory quality of an ad influence the communicative effectiveness of this type of advertisement. To compare, several research suggests that animation and special effects contribute to designing compelling and effective social media advertising campaigns (Sahai et al., 2023). Special attention was paid to using music in advertisements (Dogaru et al., 2024; Egermann & Reuben, 2020). Some findings indicated that music manipulates consumers' impressions of the brand and increases their buying intentions (Dogaru et al., 2024). Also, it was found that music can create associative connections with brands (Anglada-Tort et al., 2022). Some scholars noted that music has an “attention-gaining value” for brand names (Herget et al., 2022).

With the rise of digital media, advertising and design are currently widely integrated with consumer behavior studies. Thus, the potential relationships between the design of advertisements and the increased use of social media and influencer marketing were outlined by Yin, Jia, and Li (2024). Besides, the recent findings revealed that online digital media channels establish the effectiveness of online digital media advertising and help build brand sustainability (Ahmed et al., 2019). In this regard, it was explained that digital platforms enable the creation of personalized advertising based on user preferences, behavior, and location (De Keyser et al., 2021). According to Taylor (2024), today's advertisements are characterized by minimalism and simple design. It was outlined that consumers value minimalist aesthetics because it creates a sense of clarity and easy interaction with a product (Ton et al., 2024). It proves that clean and simple designs help brands communicate messages more effectively. On the contrary, some studies confirm that complex decorative designs attract greater visual attention, stimulate curiosity, and encourage consumer exploratory behavior (Ding et al., 2024). But this does not lead to a positive level of trust. Nowadays, more and more individuals prefer marketing communication with minimalist elements (Fraculj et al., 2023), minimalist packaging (Ding et al., 2024), minimalist design elements such as white space, simple typography, neutral colors, and layout (Wibowo & Zainudin, 2024).

The connection between aesthetic appeal and consumer emotions is another key aspect of scientific works. It was found that researchers stress that emotions are a good predictor of advertising

effectiveness (Otamendi & Sutil Martín, 2020). Comparing different advertising elements, Zhang, Yao, and Han (2024) emphasized that images, videos, and colors trigger consumers' emotions and capture their attention. However, text conveys critical information, builds trust, and prompts concrete action. Lee and Potter (2020) specified the use of neutral, negative and emotional words in advertisements and described the effect of these messages on listeners' emotional and cognitive responses. At the same time, Lajante, Droulers, Derbaix, and Poncin (2020) differentiated aesthetic and utilitarian emotions in advertising research. It was found that Aesthetic emotions cause physiological, expressive, and subjective feelings; they also depend on the inherent perception of pleasantness in commercials. In the context of increasing consumer appeal of products, it was found that emotional and cognitive impact of design is responsible for shaping consumer perception, brand identity, and enhancing engagement since it creates memorable and pleasant visual interactions (Lee & Potter, 2020).

Their findings confirm the potential benefits of the research regarding aesthetic trends in advertising and design. Since identifying the most effective aesthetic trends was not the topic of recent research in the field, we consider the study of this problem would provide useful information for increasing consumer appeal of products and drawing the specific design in advertisements which successfully negotiate consumer purchasing decisions.

3. Data and methodology

We conducted a survey to collect the data for this research. It was designed to identify the prevailing aesthetic trends in advertising and design, to assess consumer perceptions of advertising and design elements, and to determine the emotional and cognitive impact of design aesthetics on consumers' decision-making. The survey was conducted among 176 respondents. They included primary respondents (123 individuals) who are consumers and regularly engage with advertisements. Also, the survey was carried out among secondary respondents (53 individuals) who are marketing and design professionals to provide expert information on the research topic. Table 1 shows the participants' demographics based on their age, gender, occupation, and education level. Importantly, primary respondents were divided according to their purchasing behaviour; while analysing the demographics of secondary respondents, their experience in marketing and design was considered. In the selection of respondents for this research, the diversity factor was carefully considered to ensure a wide representative sample.

Table 1.

Survey participants' demographics.

Category		Number
Primary respondents	Age	20-30 years
		31-40 years
		41-50 years
		Over 60 years
	Gender	Male
		Female
	Occupation	Teacher
		Doctor
		Engineer
		Accountant
		Lawyer
		IT specialist
		Retail worker
		Construction worker
		Police officer
		Student
		Shop assistant
		Real estate developer
		Journalist
		Human resources specialist

Secondary respondents	Education level	Customer service representative	10
		Data scientists	7
		Bachelor	40
		Master	56
		PhD	27
	Purchasing behavior	Consumers buy products regularly or as part of a routine.	47
		Consumers buy products from time to time but not on a fixed schedule.	32
		Purchases happen during specific occasions.	28
		Consumers make purchases rarely.	16
	Age	20-30 years	10
		31-40 years	24
		41-50 years	15
		Over 60 years	4
	Gender	Male	29
		Female	24
	Occupation	Marketing manager	7
		Brand strategist	9
		Advertising specialist	7
		Graphic designer	7
		Copywriter	6
		Social media manager	5
		SEO specialist	3
		Creative director	5
		UI/UX designer	4
	Experience in marketing and design	Entry-level experience	12
		Mid-level experience	13
		Senior level experience	15
		Consultant level	13

Source: author's own development.

The survey itself consisted of four sessions. During the first session, the participants provided their demographic information. The second session was related to analyzing consumer perceptions of aesthetic trends. They answered questions about current design trends in advertising and described their preferences for advertising and design elements. The third session consisted of questions about the emotional and cognitive impact of different aesthetic styles on consumer behavior. The expert has 7 additional questions on the effectiveness of aesthetics in forming brand identity and challenges while using various advertising and design elements. The data was collected through online surveys (Google Forms) and in-person questionnaires for 6 weeks. The survey contained multiple-choice tests as well as open-ended questions for deeper analysis.

The data analysis suggested using quantitative analysis (statistical methods, correlation analysis, and frequency distribution examination) and qualitative analysis (representation of consumers' opinions through open response sessions). Answering the first research question, we used statistical methods to identify the most preferred aesthetic trends and frequency distribution to help examine the effect of certain advertising and design elements. Correlation analysis and analysis of consumers' opinions were used during discussions to answer the second question. These methods helped examine the relationship between specific advertising, design elements, and perceived brand identity. Additionally, it explained the influence of certain advertising and design elements on brand recognition and trust. The third research question required statistical methods to measure consumers' emotional and cognitive consumers with advertisements. Also, open-ended feedback was used to describe consumers' emotions regarding specific advertising and design elements.

Importantly, all the participants provided informed consent to join the survey. The research objectives and survey procedures were explained to them.

4. Results and discussion

4.1 Current aesthetic trends in advertising and design

According to scientific literature (Dagalp & Södergren, 2023; Shi et al., 2021), a number of aesthetic trends are used in advertising and design at the present times. They differentiate because consumer preferences, cultural influences, and technological advancements continuously evolve and this impacts upon advertisement and design significantly (Krabbe & Grodal, 2023). It was found that, currently, there has been a trend toward more consumers engaging in minimalistic consumption (Taylor, 2024). Some scholars indicate that it is due to voluntary simplicity, reduced consumption and anti-consumption ideas, and inconspicuous minimalism that consumers want to purchase high-quality goods (Pangarkar et al., 2021). Other trends include the use of colorful visuals (Pryshchenko, 2023), 3D visuals and animation (Rarenko, 2019). Retro and vintage aesthetics are widely introduced in advertisements since nostalgia influences consumer choice, and individuals are facing the reinterpretation of historical events (Ugrekheldidze, 2024). Some scholars differentiate eco-friendly design (Lopes et al., 2024; Wenting et al., 2022). For example, Wenting, Yuelong, Xianyun, and Chenling (2022) define the notion of “green” advertising and stress that eco-friendly design conveys such themes as “ecology” and “human health”. At the same time, Lopes, Rosário, and Rosário (2024) paid attention to sustainable brands, which are seen very positively by consumers. The authors emphasize that eco-friendly design helps consumers make their decision to purchase earth-conscious and low-impact products. A number of investigations are devoted to abstract and surreal design (Wang & Liu, 2022). It was indicated that this aesthetic trend contributes to the enhancement of product curiosity and high purchase intention. Some findings reveal that augmented reality (AR) and interactive design are able to increase the visual, auditory, and tactile perception of consumers and change their purchasing behavior (Du et al., 2022).

The survey results demonstrated that the participants agreed on different aesthetic trends in advertising and design. The findings showed that AR and interactive design, colorful visuals, and minimalism are considered to be effective by consumers as well as marketing and design experts. However, the secondary participants underlined retro and vintage design effectiveness, 3D visuals and animation, and eco-friendly design. Special attention was drawn to abstract and surreal design in both groups. The participants admitted that this design uses dream-like and artistic visuals that capture attention instantly and enhance memorability.

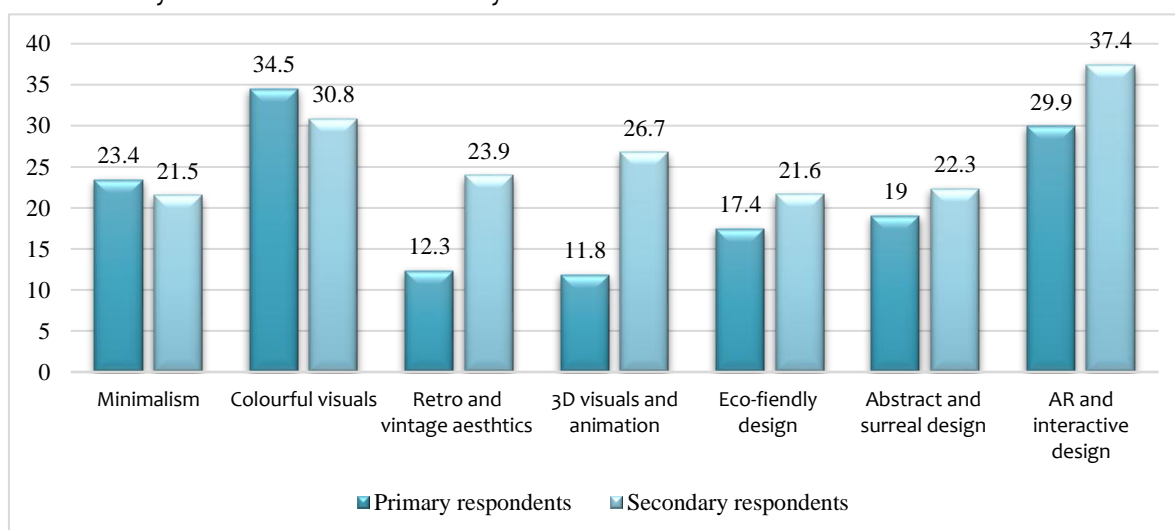


Figure 1. The efficiency of aesthetic trends in advertising and design.

Source: Author's own development.

Figure 1 represents the efficiency of aesthetic trends in advertising and design among the primary and secondary survey participants. It shows that the most significant number of participants

(34,5 among primary and 30,8% among secondary respondents) support the use of colourful visuals in advertising and design. Similarly, 29,9% of primary and 37,4% of secondary respondents find AR and interactive design very efficient nowadays. At the same time, only 12,3% of primary respondents and 23,9% consider that retro and vintage aesthetics affect purchasing behaviour and force individuals to buy more products. Additionally, it was found that the efficiency of aesthetic trends in advertising and design depends on respondents belonging to different cultural or social groups. For example, consumers of working professions or Asian cultural backgrounds prioritized products referring to group identity, family values, and social harmony. In contrast, consumers in marketing jobs emphasized their personal choice and self-expression when purchasing. Besides, cultural factors affect consumers' perceptions of brand messaging, advertisements, and the purchasing experience.

Aesthetic trends are deeply connected with advertising and design elements, as aesthetic trends influence the visual and conceptual choices made in advertising and design. Further, it is necessary to conduct a perception-based analysis of advertising and design elements among survey participants and to evaluate their contribution to consumer perception.

4.2 Analysis of advertising and design elements and their contribution to consumer perception of brand identity

The research found that the category aesthetics constitutes advertising and design elements (Mir, 2024). They include color, a powerful design element influencing consumer perception, emotions, and decision-making (Pryshchenko, 2023). According to some findings, color can enhance aesthetics because it creates the visual appeal of products (Kim & Jang, 2022). Secondly, advertising and design elements concern scent, sound, and music (Anglada-Tort et al., 2022; Dogaru et al., 2024). The scholars indicate that these elements significantly impact on consumers' attention and memory. Thirdly, several works are devoted to studying imagery, animation and special effects, and video content as advertising and design elements and their contribution to consumer perception (Raditya et al., 2020; Wooley et al., 2022). These visuals were found to change consumers' attention to moving stimuli (Wooley et al., 2022). At the same time, some investigators insist that visual elements are more positive when used in short advertisements (Raditya et al., 2020; Wang et al., 2020). Fourthly, branding elements were described by Wooley, Bellman, Hartnett, Rask, and Varan (2022). Importantly, they differentiate names, logos, typefaces, trademarks, or pack shots among branding elements. Other elements include interactive infographics (visual representations of information such as clickable icons, sliders, hover effects) (Ramdani & Belgiawan, 2023) and haptic feedback (Salameh et al., 2022). Sixthly, it is worth mentioning game-like elements separately since they significantly contribute to the audience's engagement (van Berlo et al., 2022). These elements encourage participation, interaction, and competition through quizzes, challenges, rankings, progress bars or virtual avatars make the advertisement more engaging and enjoyable. Some examinations outline that gamification brings enjoyment, social affiliation and entertainment to advertisements (Valaei et al., 2022).

During the survey, nine advertising and design elements were evaluated. The findings showed that sound and music have the most significant impact on consumers. 40,8% of secondary respondents and 32,3% of primary respondents indicated that sound and music affected their decision making both positively or negatively. Also, the participants indicated that imagery, color, and animation are important advertising and design elements that contribute to brand identity. For example, 38,1% of secondary respondents found that imagery influence consumers and they may change their purchasing behavior. At the same time, 34,5 of secondary respondents named color as a decisive advertising and design element. To compare, the scent has a smaller effect, and the participants do not consider it may affect advertising aesthetics considerably. The primary (9,7%) and secondary respondents (10,0%) agree that scent can be used on specific occasions when in-person interaction is possible or it is applied when certain products are advertised at the shopping point (perfume, food, etc.). Figure 2 analyses the impact of advertising and design elements according to the survey participants.

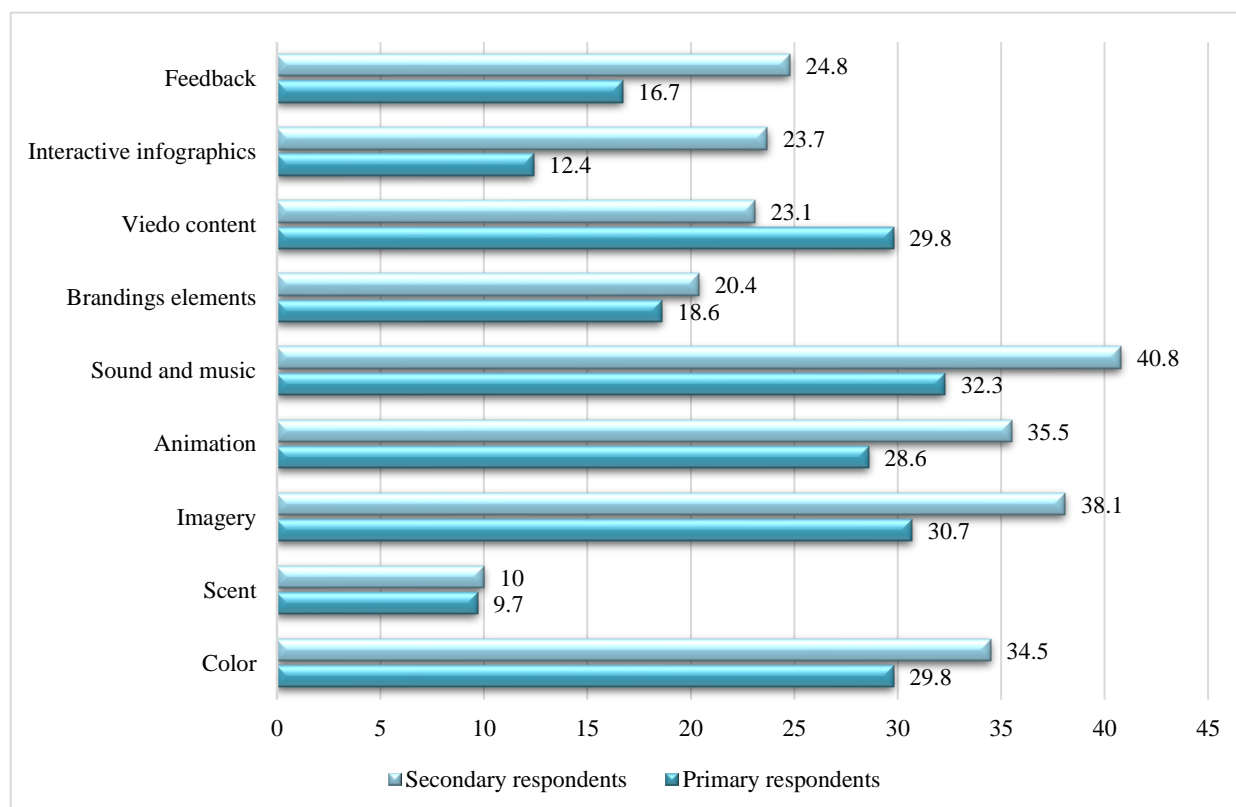


Figure 2. The impact of advertising and design elements. Source: author's own development.

At the same time, the contribution of advertising and design elements was examined in detail (table 2). The research focused on the evaluation of the contribution of colour, scent, imagery, animation and special effects, sound and music, branding elements, interactive infographics, feedback, and game-like elements. It was revealed that these elements contributed differently through brand recognition, emotional connection, establishment of brand identity, creation of engaging brand communication, increasing authenticity, and evoking different associations or product comparisons. The findings prove that each advertising and design element is applied in specific surroundings, and its usage has an accurate objective.

Table 2.

Contribution of advertising and design elements.

Element	Contribution	Participants (%)	
		Primary	Secondary
Color	brand recognition	23,5	27,8
	emotional connection	28,9	34,5
Scent	evoking different associations	29,1	35,6
	establishment of brand identity	32,9	30,2
	enhancement of purchasing experiences	19,4	26,3
	reinforcement of a brand's image	20,5	44,8
Imagery	emotional appeal	28,6	30,7
Animation and special effects	creation of engaging brand communication	19,7	18,9
	convey the main idea of a product	12,6	11,5
Sound and music	making brand more recognizable	34,7	48,9
	impact on mood	23,1	25,8
	provoking consumer response	11,9	24,3
Branding elements	building brand trust	16,7	34,5
	creating familiarity	23,8	41,2
Video content	showing real-world applications	20,5	33,8

	emotional engagement of audience	22,3	23,6
	increasing authenticity	7,6	19,8
Interactive infographics	product comparisons	12,5	44,6
	educational content	17,6	29,8
Feedback	adding engagement	8,6	35,1
Game-like elements	engaging audiences	27,1	26,4
	making brands more interesting	29,5	21,3

Source: author's own development.

Advertising and design elements not only enhance visual appeal but also evoke emotions and stimulate cognitive engagement. It is important to evaluate the possibilities of integration of these elements and the creation of aesthetic advertisement that attracts audiences and drives consumer behavior.

4.3 Emotional and cognitive engagement through aesthetic design

In measuring the effectiveness of an advertisement, the emotional and cognitive engagement of consumers is analyzed. Otamendi and Sutil Martín (2020) emphasize that emotions and cognitive processes impact highly on an individual's response to receiving a message. This principle is closely connected with advertising aesthetics since cognitive and emotional message increases the audience's attention to the advertisement, and the product enhances the product's appeal and generates a higher level of engagement. According to scientific literature (Jiang et al., 2023; Kumar et al., 2025), emotional and cognitive engagement is realized through brand identity and brand trust. These studies explain the relationship between brand trust and brand identity and their influence on consumers' perceptions of a brand as well. In this context, brand identity refers to the distinct set of attributes, values, and visual elements that define a brand and differentiate it from competitors (Jiang et al., 2023). And brand trust refers to the confidence and reliability that consumers place in a brand (Jiang et al., 2023; Kumar et al., 2025; Singla & Gupta, 2019). Besides, some scholars outline brand attachment (Shimul, 2022.) and brand involvement (Li et al., 2021). Additionally, brand recall is described as a consumer's ability to remember a brand name or product (Laming, 2021). It was mentioned as an important level of emotional and cognitive engagement, enabling consumers to recognize the brand, particularly when given an aesthetic cue.

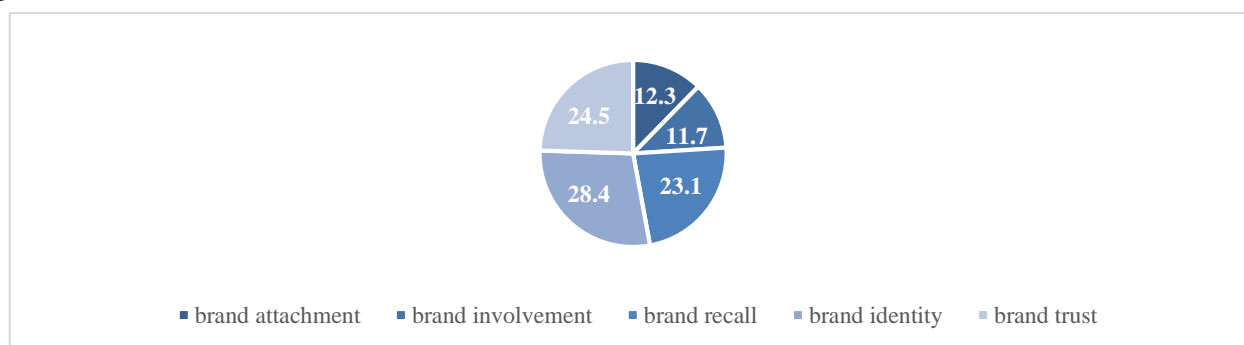


Figure 3. Emotional and cognitive engagement through aesthetic design.

Source: author's own development.

Figure 3 shows emotional and cognitive engagement through aesthetic design. The outcomes are based on experts' information and their analysis of consumers' in-store observations and in-person discussions. They generated cumulative data, which helped evaluate the level of emotional and cognitive engagement through aesthetic design among consumers. Thus, the findings show that 12,3% of individuals feel brand attachment under the effect of advertising aesthetics. 11,7% of consumers recognize brand involvement as a level of emotional and cognitive engagement. 23,1% of consumers recall brands after they repeatedly watch advertisements with the given design element. It is important to state that aesthetic design suggests the greatest number of consumers feel brand identity (28,4%) and brand trust (24,5%). This proves that emotional and cognitive engagement with a product occurs

mainly through aesthetic design. Moreover, these findings lead to the verification of H_0 , which was stated at the beginning of the research.

To test the H_0 , a t-test was conducted to analyze participants' responses. The statistical analysis assessed a p-value of 0.721, more significant than the significance level ($\alpha = 0.05$). Since the p-value exceeds this point, the null hypothesis failed to be rejected, confirming that aesthetic trends in advertising and design positively affect consumer appeal of products. This suggests that advertising and design elements attract audiences and drive consumer behaviour. Besides, it shows that customers are engaged with brands emotionally and cognitively through aesthetic design. The detailed results are presented in Table 3 below.

Table 3.

Contribution of advertising and design elements.

Test statistics	Value	Significance level (α)	p-value	Decision
t-test	0,89	0,05	0,721	Failed to reject H_0

These findings prove that the study of aesthetic trends in advertising and design as a means of increasing the consumer appeal of products is important for scientific discourse since they can be used in the development of effective advertising strategies on the basis of contemporary design trends. Practically, the findings can be used by companies that are involved in advertising to integrate effective design elements into their projects. Obviously, these findings may provide valuable recommendations for advertisers and help them optimize their campaigns and create stronger connections with their target audiences.

5. Conclusion

The research is devoted to the increasing role of advertising aesthetics and its impact on consumer behavior. The findings prove that several aesthetic trends are currently used in advertising and design. They include minimalism, colorful visuals, retro and vintage aesthetics, eco-friendly design, abstract and surreal design, AR and interactive design. The survey results demonstrated that primary and secondary respondents consider AR and interactive design, colorful visuals, and minimalism the most effective. At the same time, marketing and advertising experts stated that retro and vintage design, 3D visuals and animation, and eco-friendly design show considerable effectiveness in advertising aesthetics.

The analysis of advertising and design elements showed that proper using color, scent, sound, music imagery, animation and special effects, video content, branding elements, interactive infographics, and game-like elements enhances the impact of advertisement and improves consumers' attention. Besides, it was revealed that these elements significantly contribute to audience engagement. The survey aimed to evaluate advertising and design elements, and the findings showed that sound and music have the most significant impact on consumers. Imagery, color, and animation were important advertising and design elements enhancing brand identity.

The study was also devoted to identifying consumers' emotional and cognitive engagement levels. The survey results showed that most consumers feel brand identity and brand trust under the effect of advertising aesthetics. Several consumers feel brand recall due to memorization of certain aesthetic elements in advertisements. A comparatively smaller number of consumers feel brand attachment and brand involvement. However, it proves that aesthetic elements influence different aspects, and advertising and design elements are used for various purposes in advertisement production.

Future research on aesthetic trends in advertising and design should explore emerging technologies, such as AI-generated design, virtual reality, and AR in the field and their influence on consumer perception and emotional and cognitive engagement. Considering the stage of development of modern society, it is important to investigate the influence of emerging digital aesthetic trends on consumer behaviour in an online environment. Special attention should be paid towards mixed-methods studies to gather quantitative and qualitative data from consumers regarding their responses to new digital aesthetic trends in digital marketing. Also, in the future, it is necessary to examine the

key elements of digital aesthetics that drive user engagement on social media platforms. Since popular social media campaigns use different visual elements (e.g. colour, animation, or imagery), it is necessary to analyze their correlation with user engagement through likes, shares, and comments. Additionally, it is important to investigate the cultural and psychological factors of different consumer responses to different aesthetic trends. It is important to carry out a sophisticated and multidisciplinary study on the impact of advertising and design elements to enhance the understanding of advertising strategies and aesthetics.

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