



RESEARCH ARTICLE

Optimize Brand Visual Symbols to Improve Customer Perception of Brand Image and Purchase Intention

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ARTICLE INFO	ABSTRACT
<p>Received: Sep 26, 2024</p> <p>Accepted: Nov 19, 2024</p>	<p>This paper takes "optimizing brand visual symbols to improve customer perception of brand image and purchase intention" as the starting point and makes an in-depth exploration and research in the field of brand image. This is not only an exploration of the field of brand visual symbols, but also an exploration of the field of brand image perception and consumer purchase intention. As the core element of brand image building, the brand visual symbol not only covers all the characteristics of the brand, but also the focus of consumers when choosing a brand. At the same time, consumers' perception of brand image directly affects consumers' purchase intention. The competition in the business environment is essentially the competition of brands, and the competition of brands must first carry on the competition of brand image. In the process of globalization, how to create distinctive brand visual symbols and greatly promote consumers' perception of brand image and purchase intention through brand visual symbols is an important purpose of this study. This paper adopts the research methods of literature and questionnaire, focusing on the business direction of brand image empowerment, hoping to broaden the breadth and depth of the research in the field of brand image, so as to enrich the research results in the field of brand image.</p>
<p><i>Keywords</i></p> <p>Brand Visual Symbols</p> <p>Brand Image Perception</p> <p>Customer Purchase Intention</p>	
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INTRODUCTION

This paper takes "optimizing brand visual symbols to improve customer perception of brand image and purchase intention" as the starting point to conduct in-depth exploration and research in the field of brand image. In the field of brand image, "brand visual symbols" has become an important research topic in the field of brand image. Through the exploration and research of this paper, it is not only the exploration of brand image, but also the exploration of brand image empowering business.

The brand visual symbol is the carrier of presenting and transmitting the brand concept and information. After the brand image is symbolized, the brand visual symbol can convey its own attributes and the connotation after "meaning". Consumers resonate and associate through brand

visual symbols, and experience a sense of "meaning". If an enterprise wants to obtain the cognition and recognition of consumers, it must obtain it through a unique visual symbol language, which is particularly obvious in today's consumer society. The building of enterprise brand image needs to be reflected by the design of visual symbols, so the value created by visual symbols is more valued by enterprises. Brand visual symbol is based on the communication of brand symbols under the brand definition. Brand visual symbol generally consists of three factors: brand graphic symbol, color symbol and font symbol. Brand visual symbols are not only a set of identification system, but also an important part of brand value and brand equity. Brand visual symbols can not only give a brand competitive advantages, but also distinguish a brand from other brands (Matúšová, 2021). The competition between enterprises in the commercial environment is essentially the competition of brands, and the competition of brands must first carry out the competition of brand image. Brand image is shaped by brand information and brand experience, and is the overall portrayal of the brand (Le Tan & Dai Trang, 2019). Today's enterprises want to succeed in business competition, to create a good brand image is an inevitable trend. Consumers' perception of brand image is the basis of purchasing intention, and creating a unique brand image perception experience is the key to the success of an enterprise (Jin, 2023). In the process of brand building, the improvement of brand visual symbols will directly drive the improvement of brand image perception and consumer purchase intention.

In the era of product economy, the productive forces are not developed, the products produced by society can not meet people's consumption needs, enterprises occupy a relatively dominant position, and consumers can only passively choose limited commodities. With the development of consumer culture and the continuous improvement of social productivity, society has entered the era of market economy. In the era of market economy, the focus of enterprises has turned to how to let consumers choose to buy more products of enterprises. Therefore, who grasps the consumer demand, will be able to control the advantages and status of the brand in the competition. In order to promote brand development successfully, the brand visual symbols in the context of consumer culture must follow certain market guiding principles. Ted Levitt, a famous professor at Harvard University, once said, "There is no growth industry in this consumer society, only consumer demand, and consumer demand is ever-changing." The needs of consumers are not static, therefore, the brand visual symbol should follow the changes of consumers and market demand in a timely manner. There are many factors that affect the change of consumer demand. The factors that produce the change include economic aspects and non-economic aspects. Among them, the change of consumers' own preferences is the main reason for affecting demand. In short, in the context of consumer culture, brand visual symbols must follow the principle of consumer demand-oriented, especially based on the spiritual needs of consumers, and guide consumers' consumption behavior through continuous innovation. In this way, we can better enhance the value of the brand through brand visual symbols. In the process of globalization, the development of business has become an important force to promote global development. In an environment of rapid business development, businesses need to find a connection with consumers. In the process of brand building, brand visual symbol is the inevitable trend of brand image shaping. Brand visual symbols can make consumers have a full and correct understanding of the brand, and quickly accept and adapt to the brand. How to create distinctive brand visual symbols and greatly promote consumers' perception of brand image and purchase intention through brand visual symbols is an important purpose of this study.

LITERATURE REVIEW

About "Brand Visual Symbols"

Symbols generally refer to the marks of things, and the carriers of all material civilization created by human beings can be called symbols. Therefore, symbol is actually a tool for human beings to communicate around matter, and it contains a lot of information and meaning. Symbols have become

the tools of information transmission that people must use in their lives. It can even be said that symbols simplify the procedures of people's communication and make the operation of the whole society more efficient. In the process of using symbols for a long time, people have gradually formed a thinking mode that relies on symbols. Some scholars believe that symbols are the expression of people's thoughts. After entering people's vision, concrete things become another symbol that can be associated and used through conscious processing by the brain. Saussure divided symbols into two parts: the "signifier" and the "referent". The "signifier" is the concrete form of the sign, that is, the carrier of the sign to convey the meaning; The "referent" is the meaning conveyed by the sign itself. In Peirce's view, symbol is the "representative" of a thing, and "symbol itself", "object" and "explanatory item" are the three essential elements of symbol, and the three elements are inseparable and independent (Hu, 2018). As a universal language, visual symbols have gradually become one of the most important communication tools in the application of modern society. As an important carrier of information, visual symbols have been widely used in many fields, especially in the field of brand image. In the process of development, enterprises need to transmit information to specific target audiences, and disseminate ideas and commodity information through brand visual symbols. On the basis that the audience can understand and accept, enterprises enhance the value of the brand by completing the communication and interaction of the whole brand visual symbols, so as to achieve a series of purposes such as promoting sales.

In the process of enterprise development, the application of brand graphic symbols is essential. Graphic symbols are not a process of simply pursuing visual form, but need to use graphic symbols as a carrier of information transmission. With the process of social commercialization, the demand for brand graphic symbols is constantly expanding. Especially into the information age, the rapid and direct transmission of information has become more and more important. The experiments and explorations of various avant-garde art schools in shape and color provided references for the modernization of graphic symbols, and played an extremely important role in promoting the transformation of graphic symbols from concrete pattern expression to abstract information transmission. Drawing on the form of modern art, graphic symbols realize the function of information transmission (He, 2020). In the application of brand graphic symbols, enterprise logo is one of the most important applications. Enterprise logo is a visual symbol which is formed by human beings in long-term social practice and conveys information by graphics. Corporate logos can not only help enterprises enhance brand image, but also help consumers form brand awareness (Kaur & Kaur, 2019). The unique elements contained in a corporate logo can not only quickly distinguish a brand from its competitors, but also play a role in consumers' identification and purchase process (Ward et al., 2020). Corporate logo is not only easy to identify, but also has the role of conveying information and communicating ideas. From the formal point of view, the corporate logo of different periods shows different characteristics, reflecting the lifestyle of people at that time and the communication environment of information. With the advent of the Internet era, great changes have taken place in the way of information transmission, from the traditional media to the new media represented by the Internet, people can quickly obtain all kinds of information through computers or mobile devices. In this case, corporate logos also have new meaning and content, the proportion of dynamic and multi-form corporate logos is increasing, and flat style is prevailing (Yan, 2022). In addition, the rise of artificial intelligence technology has given rise to programmed creativity, where designers can use computer programs to analyse, summarise and set up existing designs for rapid design generation and output, and the formation and application of corporate logos has changed with the times (Dew et al., 2022). Brand graphic symbol is a creative activity carried out by designers on the design object, and it is a kind of visual idea to create in line with market requirements for the theme, content and purpose of business (Han, 2023).

Colour is present in every aspect of people's daily lives, wherever the eye can see it. Different colours can often bring people different emotions and experiences. People's perception of colour is innate,

and it grows and eventually maps to people's psychological level along with their life experiences and aesthetic tastes. It is extremely important to accurately grasp the symbolism of color emotion in life and work (Zhang, 2019). Color symbols are one of the key elements of brand image building and play an important role in consumers' purchasing decisions. As an aesthetic stimulus, color symbols can influence consumers' preferences and perceptions. Color symbols can also transmit quality signals and affect consumers' perception of quality. In addition, color symbols are considered strategic tools for marketers and brand managers to differentiate brands from their competitors. Color symbols function through two mechanisms: sensory mechanism and cognitive mechanism. In sensory mechanisms, color symbols help to retrieve information in ambiguous environments. In the cognitive mechanism, the color symbol contributes to perception because it plays a diagnostic role and can describe the characteristics of the object. Since brand image is determined by consumer perception, color symbols affect brand image through various mechanisms (Ghaderi et al., 2015). Consumers can make clear judgments on brand image not only through graphic symbols, but also through color symbols. Whether a brand can leave a deep impression, one of the keys lies in the design and use of brand color symbols (Hynes, 2009). For example, the red and white packaging of Coca-Cola can make it particularly eye-catching among many similar products. This color of Coca-Cola has also become a symbol of the passion and joy of the Coca-Cola brand; Tiffany Blue is also a well-known brand color, and the Tiffany Company first used this special blue color on the cover of a book in 1845. This special blue color comes from the color of the Zhigeng bird's egg, which symbolizes the meaning of happiness. In the blessing of this beautiful meaning, so that no matter where people see this color, the first time will be associated with this brand. Modern enterprises use various means to stimulate all aspects of consumer senses to continuously deepen the impression of their brands in the minds of consumers. In particular, the design and use of brand color symbols can enable consumers to identify the corresponding brand in the first time, thus enhancing the value of the brand (Shen, 2022).

In the process of development, enterprises need to create their own personality. In today's personalized and diversified environment, only by showing the brand image with brand personality can they better meet the market demand. In the process of development, each brand needs to pour the necessary energy into the shaping of brand image, among which the design and use of brand font symbols is the focus of the construction of brand visual symbols. The development history of modern brand font symbol, in essence, is the miniature history of brand image development, the grasp of brand font symbol trend, in fact, is the grasp of brand image trend. The design of brand font symbols should not only reflect the creativity and beauty of the brand, but more importantly, convey the culture and concept of the enterprise to consumers through font symbols, and convey the connotation and profound meaning of the enterprise. At the same time, the brand font symbol must serve the enterprise's development strategy in function (Zhou, 2014). The design of brand font symbols can directly express the designer's conception, reflect the brand style, and convey the brand concept. In the face of the new situation of today's society, the brand font symbol should be continuously innovated according to the cultural concept of the enterprise, not only to spread the corporate culture concept, but also to attract the attention of consumers. Brand font symbol, as one of the important elements of brand visual symbol in brand image building, has the most important function of transmitting brand information (Yang, 2021). Brand font symbol is the basic element of brand image building, and font plays an irreplaceable role in brand image communication. Brand image strategy must be realized through scientific font symbol design. The style of font used is directly related to the shaping and communication effect of brand image. Therefore, brand font symbol is an indispensable and important content in the implementation of brand image strategy. With the improvement of cultural aesthetic ability, consumers have higher and higher requirements for individuation and fashion. In order to expand brand effect and attract consumers' attention, enterprises constantly seek innovation and change in font symbol design to meet consumers' aesthetic needs, and font symbol design under the strategy of enterprise brand image is becoming more and more rich and diversified (Wang, 2015).

Visual communication is the way in which information is transmitted visually. Visual communication can give people the most direct feelings, relying on graphics, colors, fonts and other carriers to efficiently transfer relevant information. Graphics are often visualized expression, graphics compared with color and font, its visual expression is more intuitive, excellent graphic design can not only attract the eyes of consumers, but also play a prominent role. Color can make consumers have associations and emotional changes, so as to positively affect consumers' purchasing behavior. Compared with other forms of carriers, fonts carry the most information, and it most intuitively reflects the detailed information that consumers are concerned about. At present, people's quality of life and living standards have been greatly improved, and with the continuous rise of income, consumption levels are also constantly improving. Nowadays, different brands of goods are dazzling, coupled with the information asymmetry between consumers and enterprises, so that in order to find the desired goods, consumers have to make purchase decisions based on product information (Zhao, 2023). At present, human society is in the transition stage from industrial society to information society, and the structure of the whole society is undergoing revolutionary changes. Because of the change of social structure, the role of brand image in social development is bound to change. With the development of the brand image field, the content and form of brand visual symbols are constantly enriched and developed. Brand visual symbol is the carrier of presenting and transmitting brand concept and information, which is particularly obvious in today's consumer society. If consumer products want to be in a favorable position in the fierce market competition and make consumers recognize and rely on the product, they should follow the consumer-oriented principle in the design of brand visual symbols, which is also the basis and premise of establishing corporate image, enhancing product charm and obtaining consumer loyalty to the brand (Wang, 2017).

About "Brand Image Perception"

Brand image is defined as a series of consumer perceptions and attitudes towards the brand. In more than 60 years since the concept of brand image was put forward, scholars have conceptually defined brand image from different perspectives such as art design, marketing, consumer psychology and behavior. At present, brand image has become a very important concept in the study of consumer psychology and behavior. The concept of brand image in the field of consumer psychology and behavior varies according to the emphasis, which can be summarized into the following categories: The first category focuses on brand association. Aaker(1991) believes that brand image is a combination of a series of meaningful associations, that is, a combination of brand associations. Biel(1992) proposed that brand image is the cognition formed by the association of certain attributes of a brand. Keller(1993) proposed that brand image is the association of the brand in consumers' memory, and the cognition of the product reflected by the brand association existing in consumers' memory. The second category focuses on brand impression. Randall(1997) believes that brand image is the sum of the information in consumers' memory, including the information conveyed to consumers by signs, advertisements and services. Luo Ziming (2001) put forward that brand image is a comprehensive reflection of consumers' subjective perception of a brand, which is characterized by multi-dimensionality and plasticity. Fan Xiucheng and Chen Jie (2001) proposed that brand image is the overall perception and view of brand elements formed by consumers in the process of long-term exposure to a brand, and will have a significant impact on consumers' purchasing behavior. Perry and Wisnon(2002) proposed that brand image is composed of an uncontrollable consciousness set, which includes the advantages and disadvantages related to the brand, etc. It is a consciousness set gradually accumulated by consumers in the process of long-term contact with the brand. The third category focuses on brand communication. Kapferer(1992) believes that brand image is generated by the synthesis of the brand projection signals received by consumers. Kotler(2001) proposed that because consumers' experience and selective memory have different effects, their brand image based on brand attributes will also be different. Brand image refers to consumers' overall perception of the

brand and their inference to the brand based on external stimuli or imagination, reflecting consumers' perception of the brand (Zhang, 2022).

In today's high-speed information dissemination, "emotionalization" has become one of the important trends of contemporary brand image building. Modern brand image is no longer just a tool to meet the surface visual experience of consumers through the dissemination of video, but also a medium and carrier of emotional interaction with consumers. Therefore, in the process of shaping the brand image, the brand should pay more attention to emotional thinking, through the emotional injection of the brand image to narrow the distance with consumers, to achieve better user interaction. Since the beginning of human civilization and its development up to now, it has always been around the two-way satisfaction of material needs and emotional needs. In today's relatively abundant material life, people are increasingly concerned about the construction of the emotional world, and brand image not only solves practical problems, but also builds a bridge of emotional output. Brand image is a silent language, and excellent brand image provides the possibility of deep emotional communication between brand and consumers. In the specific brand image building, while grasping the principle of "people-oriented", multi-disciplinary knowledge such as aesthetics and psychology should also be combined to further enrich the emotional expression of brand image, so as to meet consumers' aesthetic and spiritual needs to the maximum extent and achieve consumers' good perception of brand image (Zhang, 2019).

About "Customer Purchase Intention"

As a psychological concept, "intention" is the conscious behavior that occurs when an individual realizes his or her motivation. Consumers' purchase intention involves consumers' cognition of the brand, and purchase intention is the prelude to purchase behavior and the thinking that consumers make before purchasing products. For consumers, if the perception of the brand image and the perception of their own image reach a high consistency, the sense of identity will be generated accordingly, which will lead to the purchase intention of the brand. There are many factors that affect consumers' purchase intention. Consumers' age, gender, occupation and other characteristics affect consumers' consumption preference and material carrying capacity. Macro factors such as economy, culture and social environment affect consumers' value concepts and material judgment standards, and these factors will have a certain impact on purchase intention (Du, 2019).

Purchase intention refers to whether the consumer has the willingness to purchase a certain product. Purchase intention can be used to determine consumer behavior, and the possibility that the consumer can finally take purchase action on a certain product is the consumer's purchase intention. At the same time, purchase intention is the psychological performance and psychological tendency of consumers to buy the required goods, representing the probability of consumers to buy a specific product, and can be used as a predictor of consumer purchasing behavior. The purchase intention of consumers is the sum of all factors that consumers have on a brand, and the purchase intention is more likely to trigger the purchase behavior, and the purchase intention has been proved to be used to predict the purchase behavior of consumers (Wang, 2018).

Research Variables

This study will discuss the direct impact of "brand visual symbols" on "brand image perception" and "customer purchase intention"; At the same time, the direct influence of "brand image perception" on "customer purchase intention" is discussed; Taking "brand image perception" as an intermediate variable, this paper discusses the mediating role of "brand image perception" between "brand visual symbols" and "customer purchase intention".

At present, the competition between enterprises is the competition between brands. Brand image can help enterprises to open up the market, occupy the market, and affect the long-term development of an enterprise, therefore, in the fierce market competition in the implementation of brand image

strategy is the inevitable means of enterprise development. Brand image is marked by a specific brand visual symbol, which includes graphic symbol, color symbol and font symbol. The symbol we study is not only a sign, but also a medium for information dissemination. To some extent, symbols can transform consciousness into real existence, to express certain things, to elaborate and explain certain thoughts, to convey certain information. As a visual symbol, graphic symbol can express rich information through "graph" and "shape". Therefore, graphic symbols are one of the most easily accepted expressions. In the course of forming and spreading, graphic symbols have gradually developed into a huge system of graphic symbols with cultural characteristics and aesthetic interest, which is formed by the combination of human's cognition of form, understanding of idea, rational judgment and artistic aesthetics. The surface meaning of color symbols can not reflect emotion and value, but the use of color symbols in practice can show cultural characteristics, emotional needs and other aspects of incisive and vividly. Color symbols are closely connected with elements such as time and space to show the emotional colors of diversity and unity. Based on the essence, the color symbol can be explained by physics, and has the corresponding color meaning, which causes people to think and discuss, and puts forward the view from the inside. The text composed of font symbols is a phrase or sentence that can be read and perceived visually, and the information conveyed in the form of text is more complete and polysemous. On the theoretical level, because the encoding and decoding of text are often cooperated by many different subjects, the meaning of text often has the conditions that can be infinitely derived. The coders and decoders have differences in thinking, aesthetics and so on, so when they understand the same text, they will have different interpretations. When font symbols are used in brand visual symbols, text content is properly constructed according to the expressive intention and human environment, which plays a significant role in conveying the theme concept of brand image (Li, 2023). The brand visual symbol composed of graphic symbol, color symbol and font symbol is one of the important elements of brand image building. Therefore, this paper takes "brand visual symbols" as an independent variable to explore and study.

Through multiple marketing communication activities, brand image forms stable personality characteristics in the hearts of consumers, which is the collection of consumers' view of brands. Brand image includes two main aspects, one is the functional appeal, the other is the spiritual appeal. Functional appeal reflects the functions and services that a product can provide. Spiritual appeal is the meaning and charm expressed by the brand, which is the personality characteristics recognized by consumers through the long-term communication of marketers, and is also the concept of brand advocacy. With the rapid development of the social economy, the types of goods have become more abundant, and people's consumption has become diversified. What consumers pursue is not only the use value, but also the good experience of the brand. Brand personality is a very important dimension, mainly reflected in two aspects. On the one hand, how the brand is presented, which involves various factors of brand image building, and on the other hand, consumers' perception of the brand. These are two interacting parts that need to be strengthened in brand marketing communication. Brand image can show the core values of the brand, accurately disseminate relevant information to consumers, and establish the personality of the brand in the minds of consumers. Through the perception of brand image, consumers can remember the brand more easily, understand the brand more clearly, and stimulate the desire of consumers to try. In the current business environment, with the increasing choice of consumers and the continuous emergence of similar products, the gap in quality and price between products is narrowing. In this case, to attract the attention of consumers, strengthening brand image building is the key for enterprises to enhance their competitiveness (Zhong, 2019). Brand image is the bridge of communication between enterprises and consumers. Brand image can stimulate consumers' instinct, and consumers' perception of brand image has a non-negligible impact on brand development. Therefore, this paper takes "brand image perception" as an intermediate variable to explore and study.

The development of modern brand awareness is becoming more and more intense, and brand image has become a trend in brand development. The ultimate purpose of brand image is to serve consumers. The new breakthrough in the field of brand image is also in line with the requirements of The Times, and the brand image with strong impact will spread faster and more directly in the digital era. At present, many scholars mainly study consumer perceived attraction from two perspectives: one is to explore the factors that affect the internal emotional state of consumer perceived attraction; the other is to explore the impact of perceived attraction on subsequent consumer behaviors. The research on interpersonal attraction theory shows that perceived attraction is mainly affected by external social factors, internal individual characteristics, reciprocity and similarity. The empirical test shows that the likeability and uniqueness of brand image have significant influence on consumers' perceived attractiveness. When an individual has perceptual attraction to the attraction source, it will have an impact on the individual's subsequent intention and behavior. The stronger the perception of attraction, the more interaction the individual will have with the attraction source; otherwise, the individual may avoid or even refuse to have further contact with the attraction source (Liu, 2021). For the relationship between brands and consumers, the attractiveness of a brand represents the evaluation and attitude of consumers towards the brand, drives the generation of consumption intention, and further affects the subsequent consumption behavior. Therefore, this paper takes "customer purchase intention" as the dependent variable to explore and study.

Research Conceptual Framework



In order to accomplish the research goal, this paper proposes four hypotheses based on the conceptual framework. The research hypothesis is as follows:

1. Brand visual symbols has a direct positive impact on brand image perception.
2. Brand visual symbols has a direct positive impact on customer purchase intention.
3. Brand image perception has a direct positive impact on customer purchase intention.
4. Brand image perception plays an intermediary role between brand visual symbols and customer purchase intention.

FINDING

Table 1: Cronbach's Alpha, Composite Reliability and Average Variance Extracted

Variable	Cronbach's Alpha	Item	Composite Reliability	Average Variance Extracted (AVE)
BVS	0.949	10	0.948	0.651
BIP	0.946	10	0.944	0.64
CPI	0.947	10	0.946	0.647

Source: Developed by the Author

The analysis in Table 1 uses Cronbach's alpha to test the internal consistency reliability of the questionnaire, that is, the internal consistency between the questionnaire questions. When the

Cronbach's alpha of the scale is higher than 0.6, it means that the internal consistency reliability is acceptable. A value higher than 0.7 indicates good internal consistency for the scale. As can be seen from the above table, the Cronbach's alpha of each dimension is higher than 0.6, and the corresponding Cronbach's alpha of the three dimensions designed in this paper is greater than 0.7, indicating that the internal consistency of each dimension is good. Therefore, the reliability of the results of this questionnaire survey is extremely good and the reliability of the results is strong.

Table 2: Discriminative Validity

Variable	BVS	BIP	CPI
BVS	0.807		
BIP	0.258	0.8	
CPI	0.427	0.368	0.804

Source: Developed by the Author

Table 2 shows the analysis of discriminative validity. For "BVS", the AVE square root value is 0.807, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient 0.427, indicating that it has good discriminative validity. For "BIP", the AVE square root value is 0.800, which is greater than the maximum value of the absolute value of the correlation coefficient between factors 0.368, which means that it has good discriminative validity. For "CPI", its AVE square root value is 0.804, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient 0.427, indicating that it has good discriminative validity.

Table 3: Direct Relationship

Variable	Path	Variable	Estimate	Estimate	S.E.	C.R.	P
BIP	←	BVS	0.265	0.29	0.109	2.667	0.008
CPI	←	BVS	0.367	0.382	0.101	3.803	***
CPI	←	BIP	0.284	0.269	0.089	3.037	0.002

Source: Developed by the Author

The details of different paths in the model can be seen in Table 3. The above table gives the path coefficient (standardized and non-standardized), standard error, Z-value, and significance (P-value) of each path. Thus, the influence relationship between variables can be analyzed: In the path "BIP←BVS", the standard path coefficient is: 0.265, and P=0.008 reaches the significance level (P<0.05), indicating that this path represents a significant positive effect. In the path "CPI←BVS", the standard path coefficient is: 0.367, and P=*** reaches the significance level (P<0.001), indicating that this path represents an extremely significant positive effect. In the path "CPI←BIP", the standard path coefficient is: 0.284, and P=0.002 reaches the significance level (P<0.05), indicating that this path represents a significant positive influence.

Table 4: Mediating Effect

Variable	Parameter	Estimate	Lower	Upper	P
BVS→BIP→CPI	Direct effect 1	0.367	0.186	0.533	0.000
	Indirect effect 1	0.075	0.019	0.172	0.005
	Total effect 1	0.442	0.254	0.595	0.000

Source: Developed by the Author

Table 4 adopts Bootstrap self-test method. We used Bootstrap method to conduct intermediary analysis, calculated 95% confidence interval of a*b, and judged the significance of product terms (whether the confidence interval contained 0), so as to determine whether the intermediary effect existed. In the mediation path "BVS→BIP→CPI", the mediation effect value was 0.075*, and the Bootstrap confidence interval was 0.019~0.172, without 0, indicating that the mediation effect was significant. At the same time, it can be seen that the direct effect value is 0.367, which also shows significance, indicating that the mediation effect in this analysis is partially mediated. The establishment of intermediary effect indicates that in the process of independent variable's influence on dependent variable, intermediary variable plays a transmitting role, that is, independent variable can affect the change of dependent variable by influencing intermediary variable. Compared with simple path analysis, the existence of this effect is more valuable to study.

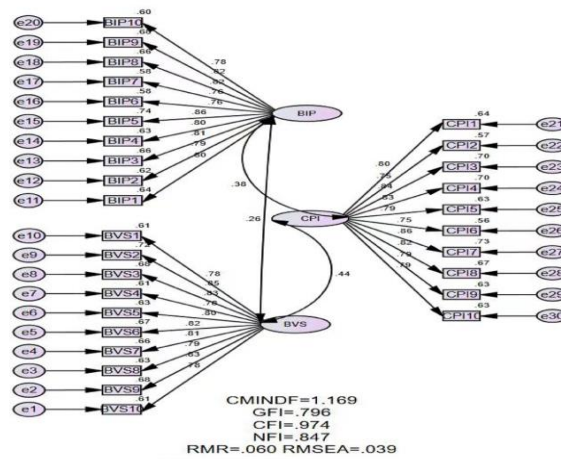


Figure 1: Overall Measurement Model

Source: Developed by the Author

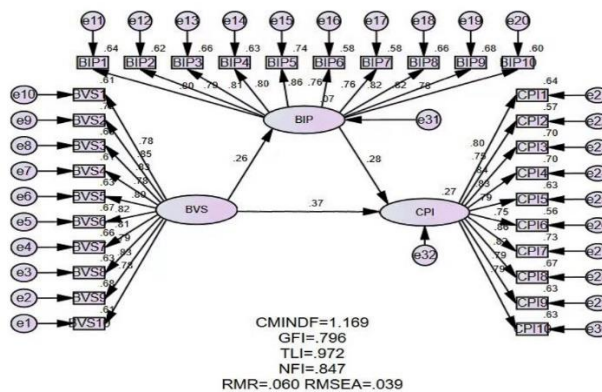


Figure 2: Structural Equation Model

Source: Developed by the Author

Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) use confirmatory factor analysis to build a global measurement model. Confirmatory Factor Analysis (CFA) is a statistical method commonly used in sociological research to assess the consistency between a structure and a researcher's conceptualization of the structure. Therefore, the potential purpose of factor analysis is

to assess whether the data observed in a particular study is consistent with the conjectured measurement model.

As can be seen from the figure above, NFI and GFI are 0.847 and 0.796 respectively, both of which are acceptable values, and other indicators are also in line with the standard, which proves that the model has a good fit.

DISCUSSION

As for the influence of the variable "brand visual symbols" on the variable "brand image perception", the analysis results show that: $C.R.=2.667$, $P=0.008$, far less than 0.05, so it has a significant positive impact. It shows that brand visual symbols has direct positive influence on brand image perception.

As for the influence of the variable "brand visual symbols" on the variable "customer purchase intention", the analysis results show that: $C.R.=3.803$, $P=***$, far less than 0.05, so it has a significant positive impact. It shows that brand visual symbols has a direct positive impact on customer purchase intention.

As for the influence of the variable "brand image perception" on the variable "customer purchase intention", the analysis results show that: $C.R.=3.037$, $P=0.002$, far less than 0.05, so it has a significant positive impact. It shows that brand image perception has a direct positive impact on customer purchase intention.

Through the verification of the mediating effect of "brand image perception" between "brand visual symbols" and "customer purchase intention", it is concluded that brand visual symbols has a direct impact on customer purchase intention Estimate=0.367, the 95% confidence interval is 0.186 to 0.533, excluding 0, $P=0.000$. Indirect effects of brand visual symbols on customer purchase intention Estimate=0.075, the 95% confidence interval is 0.019 to 0.172, excluding 0, $P=0.005$. The overall effect of brand visual symbols on customer purchase intention Estimate=0.442, the 95% confidence interval is 0.254 to 0.595, excluding 0, $P=0.000$. It shows that brand image perception plays a significant mediating role between brand visual symbols and customer purchase intention.

CONCLUSION

This paper constructs a model of the effect of brand visual symbols on brand image perception and purchase intention. It can be seen that enterprises endow brand images with rich connotations through brand visual symbols, which can enable consumers to generate corresponding brand associations and brand experiences, stimulate certain brand emotions, and thus trigger consumers' purchase behaviors. In the construction and application of brand visual symbols, it is not only necessary to reflect the creativity and beauty of the brand, but more importantly, to convey the concept and culture of the brand to consumers through the visual symbols of the brand, and convey the connotation and deep meaning of the brand under the condition of ensuring the accuracy of the brand image. Brand graphics, colors and fonts are all important links in the construction and application of brand visual symbols. The construction and application of brand visual symbols must conform to the positioning of the brand and its own characteristics, and must also serve the development of the brand functionally (Zhou, 2014).

The brand symbol system is the medium of communication between the brand and the consumer, and is the initial contact point. In fact, what consumers consume is not only brand goods, but also the brand meaning involved behind the consumption. The brand symbol system compresses the meaning of the brand, which is the most important carrier of the meaning of the brand and also the visible form of the brand. In the process of brand image building, brand visual symbols can help the brand condense into the most concise information and convey it to consumers in the most efficient way, so that consumers can distinguish from other competitors and remember themselves, and strengthen their brand recognition and brand impression (Zhang, 2019). For enterprises, in the process of brand

image shaping, the construction and application of brand visual symbols should do the following: First, give the brand visual symbol connotation, enhance the brand value. With the development of The Times, people begin to pay more attention to the meaning and value contained in the brand itself. In the selection of goods, when the product function can meet the needs of the case, consumers will tend to buy the brand that better matches their self-perception. Consumers prefer brands that incorporate a culture they are interested in or that strongly identify with their ideas. In addition, for consumers, entertainment, social and other factors have gradually become the main reasons to attract their shopping, and brand visual symbols can build an atmosphere in line with their own preferences and identities for consumers, which can well meet the needs of consumers. Therefore, giving a clear connotation to the brand visual symbol is essential to enhance the brand value. Second, create brand visual symbol characteristics, increase brand personality. In an era of increasingly personalized consumer needs, people want to be different and will seek out external things to show their uniqueness. Consumers will have a certain understanding and positioning of themselves, and this self-concept will affect their purchase decisions. Distinctive brand visual symbols can better highlight people's personality, so they are more attractive to consumers. In addition, brands with brand visual symbols can be better distinguished from other brands, thus deepening the impression of consumers. Therefore, when building brand visual symbols, injecting characteristic culture can better attract consumers and enhance their purchase intention. Third, focus on brand visual symbol marketing to enhance brand experience. When the brand has a clear visual symbol, only after accurate communication can be known by consumers, and the main way for the brand visual symbol to be perceived is to carry out publicity. Good communication content and communication methods can enhance the status of the brand in the hearts of consumers, so that consumers have a sense of identity with the brand visual symbols. According to social identity theory, people have self-awareness and social awareness, and when the social awareness is consistent with the self-awareness, they will have a sense of belonging to the group. When the concept conveyed by the brand visual symbol in the communication process is recognized by consumers, they will have a good impression on the brand, thus improving consumers' attention to the brand. Therefore, brands can convey their own brand visual symbols through accurate publicity to attract consumers' attention (Chen et al., 2020).

As Roland Barthes argued, everything can be a symbol, and everything needs to be infused by society and culture in order to gain meaning. At present, brand visual symbol and brand image have produced new definitions, and the shaping of brand image pays more attention to the cultural functions and communication attributes of brand visual symbol itself. The environment of brand image building is also constantly changing, which is manifested by more diversified channels and more interesting characteristics. According to the changes of the environment, the brand visual symbol should pay attention to the breakthrough and enrichment of graphic elements, color elements and font elements. As a necessary means to build brand image, brand visual symbol plays a key role in improving customer perception of brand image and purchase intention. This paper focuses on the analysis of brand visual symbols, summed up the relationship between brand visual symbols, brand image perception, customer purchase intention, in order to provide new ideas and methods for enterprises in brand construction.

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