

## Digital Marketing Analyzation: The Effects of Visual Aesthetic Choices in Promotional Images on Adolescent Consumer Behavior

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### Abstract

The basis of advertising has altered greatly initiating in the 20th century. Brand marketing shifted to directly focus on the consumer with the rise of mass consumerism. Marketing is an expanding field with the ability to attract global customers to an intended industry. Through the utilization of social media platforms, brand advertisements specifically influence adolescent consumers. With the effects of digitization, digital advertising introduces a customizable setting to the marketing industry. It is important to understand the complexities of digital marketing in order to successfully target a product to a designated audience. Furthermore, an increase in campaign achievement is possible with an understanding of how to connect with a consumer. The aim of this study is to further analyze various visual effects on adolescent customer behavior in online shopping environments. For a digital campaign, the most important aspect is product visuals, which introduce a customer to a new product. To curate a digital image, understanding an image's aesthetic, defined as features that create a product's picture appeal, is critical but often overlooked. Research into marketing strategies is mostly focused on the identity of a consumer, instead of analyzing how a specific image can increase or decrease a product's appeal to a targeted audience. Aesthetics are very diverse and ultimately manipulate the visual experience of a digital marketing campaign. In order to boost the establishment of effective digital marketing promotions, interpreting the relationship between visual elements and consumer opinions is central, especially with the difficulty of determining the connection between individual interests and demographic factors. Understanding these visual elements, along with understanding a target consumer, has the ability to directly benefit brand marketing strategies. Gaining a deeper perception introduces the importance of measuring the effect of different popular product digital marketing visual aesthetics on female versus male adolescent consumer interest levels, connecting personal aesthetic to gender identity. By studying the minimalistic, vintage, futuristic, nostalgic, and y2k aesthetics specifically, it is hypothesized that there will be a significant difference in aesthetic preference between separate genders of adolescents. Particularly, the adolescent females will find a minimalist aesthetic as the most visually appealing, and the adolescent males will find the vintage aesthetic as the most visually appealing. Data was collected through the application of a survey methodology, which was composed of a digital survey containing multiple choice, short answer, select all, and Likert scale ranking questions pertaining to the correspondence of marketing aesthetics and adolescent consumer interaction. Embedded within the survey were the created digital stimulus images that served as fake Coca-Cola advertisement campaigns, to model five selected visual aesthetics (one per ad image). Through an overall analysis of the collected quantitative and qualitative data, both male and female adolescents displayed varied results about average online media usage, but similar visual aesthetic ranking values. The hypothesis was supported by the collected data pertaining to females rating Image 1, or the minimalist aesthetic, as the most visually appealing. However, the data did not support the hypothesis that aesthetic ratings will vary significantly across gender populations, as both males and females held the same favorite and least favorite digital stimulus. In summary, the comparable results of this study display the altering alignment and deviation concerning marketing stimulus throughout adolescent gender populations.

*Keywords: Aesthetics, Marketing, Visuals, Consumers*

## 1. Introduction

Initiating in the 20<sup>th</sup> century, the definition of American societal liberty has been based on mass consumerism. The Progressive era brought department stores and retail postal service, enhancing the maturation of a consumer market of which involvement was seen as a natural right of American citizenship (Foner et al., 2023). Society became focused on the consumer, contributing to lasting and evolving advertising strategies in order to better connect with an intended purchaser. Materialism and overconsumption became expansive trends, shaping modern day consumer culture. Advertising, specifically digital marketing, is the utilization of the internet to promote a brand. This is recognized as an avidly growing field especially with social media's international audience and ability to produce impactful impressions on enterprises of all sizes (Cadavid and Valencia-Arias, 2022). Posited by a Harvard Business study in 2022, advertisements profited over \$11 billion from digital social media promotion over TikTok, YouTube, Snapchat, Instagram, Facebook, and X. Specifically, the ages of 13-17 years old spent over \$8.6 billion on digital media platforms. Digital promotion and social media specifically target and affect the younger generations with consumption behavior, as adolescent groups generate large amounts of revenue in response to digital marketing. With billions of dollars being gained every year from adolescent consumers in digital marketing spaces, an understanding of marketing triggers on a digital scale is particularly important for increasing brand profitability and outreach. Digitization permits a customizable and complex setting for the consumer, which can personalize product evaluation and critically control purchase intention. Comprehension of the complexities of digitalization and consumer behavior is fundamental to digital marketing campaign achievement.

With the expanding realm of digital marketing, understanding means of connection with a consumer is vital to campaign and product success. Purchase intentions from a consumer arise strongly from social impacts such as education, occupation, and salary, but mood and personal style along with demographic factors such as gender and age also have the ability to sway or influence a buyer (Gigauri, 2024). In accordance with the Merriam-webster dictionary, a product's design principally relies on aesthetic characteristics, which are the underlying principles of art and beauty that enhance the atmosphere of an object. Aesthetics are very diverse and ultimately shape the visual experience of a digital marketing campaign. In order to boost the establishment of effective digital marketing promotions, interpreting the relationship between visual elements and consumer opinions is central, especially with the difficulty of determining the connection between individual interests and demographic factors. Customization enables a brand to tailor a product to appeal to a designated consumer, and the fundamental principle of customization relies on product visuals. For this reason, background analyzation focused on the connection between visual principles and consumer audiences in marketing strategies is essential to not only research, but also put into practice in order to benefit product campaigns and consumer satisfaction. In the context of this study, developing a deeper understanding of marketing relationships introduces the importance of measuring the effect of different popular product digital marketing visual aesthetics on female verses male adolescent consumer interest levels, connecting personal aesthetic to gender identity. Throughout the research process, it is hypothesized that there will be a significant difference in aesthetic preference between separate genders of adolescents. Specifically, the adolescent females will find a minimalist aesthetic as the most visually appealing, and the adolescent males will find the vintage aesthetic as the most visually appealing.

## 2. Literature Review

Marketing is a publicity exchange network with the goal of promoting products or services, typically for monetary acquisition. There are at least two parties involved (Salem Press Encyclopedia, 2021), including the providers with the goal to promote and market products, and consumers that purchase products in response. Marketing takes place in either a digital or physical setting, spanning social media posts to physical poster advertisements. Consumer-oriented marketing comprises many factors, including identifying supply and demand chains, which generates the necessity for organizational marketing research through surveys, questioning, and observations to identify gaps and interests to best appeal a product to a consumer audience (Salem Press Encyclopedia, 2021). **With a lack in prior data**, examining

the diverse effects of specifically visual aesthetics on consumer behavior between adolescent gender groups can be especially crucial to recognize for advertising success.

Marketing on a digital platform has risen to dominate the promotional field. Consumers are influenced by popular trends, technological advances, and marketing campaigns, as well as factors such as one's age, education level, and gender identity (Gigauri, 2024). The influenceability of consumers introduces the significance of marketing undertakings, especially with the developing customizability of digital spaces. The abilities of social media have transformed commerce and communication pertaining to a consumer's source of obtaining information and the growth of social media has revolutionized global marketing approaches in the way of relating to an audience (Mishnick and Wise, 2024). The researchers Mishnick and Wise, aiming to close the gap in student engagement levels between the promotional sources LinkedIn, Instagram, and Facebook during the college recruitment process, found that all platforms had successful marketing campaigns to appeal to students. Facebook (although not statistically different in comparison with LinkedIn) held the most engagement, displaying how in the promotional sector of recruitment, social media is a powerful device towards adolescent students (Mishnick and Wise, 2024). With social media continuously progressing, digital social media platforms are exceedingly impactful concerning teenagers and even young adults. Furthermore, digital marketing specifically holds the ability to contact customers, enhance creativity, and address consumer necessities, and isn't solely limited to large corporations. Referring to small and medium enterprises, or SMEs, (instead of solely large corporations) social media has positively impacted company accomplishments specifically in brand growth and profit. While reviewing secondary data, including utilizing a Scopus data analyzation study method, topics of marketing, globalization, and data organization were found to be incredibly relevant to digital marketing of SMEs (Cadavid and Valencia-Arias, 2022). Building from this study, digital marketing has the potential to provide significant impacts for business of ranging scales.

Historically, a product's aesthetic can be critical to consumer purchase decision and product monetary success. Particularly, the success of the iMac from Apple was partially due to its visual appearance despite its relatively standard features. Furthermore, in a study measuring three aesthetics concerning U.S. car design and luxury styles, it was found that aesthetic product design effects consumer fondness, and that specifically car brands can benefit from a luxury visual appearance. Overall, it is recognized that aesthetics play a role in general promotional activity such as interest generation, but there is a lack of research about the extent and specific areas of benefit and drawback of aesthetic principles in marketing advertisements (Liu et al., 2017). Despite limitations that this study solely focuses on car models, the shifting aesthetics for different product fields in relationship with varied consumer responses exhibits the impact that aesthetics can have on progressive consumer contact. Additionally, visual aesthetics are important overall for opinions of luxury brands and help enhance a brand's unique qualities, but minimal research has been conducted about the specific effects of color (saturation, hue, and brightness) on luxury brands, that can have significant impact on one's psychology (Wang et al., 2022). This study comparing black and white verses color in luxury brands with physical advertisement stimuli found that black and white conditions were favorable over multi-color on average in the realm of luxuriousness. Moreover, aspects such as color can enhance emotional attachments, personalize perceptions, influence aesthetics, and impact consumer choice pertaining to color preference, presenting the need for further focused study towards manipulation in aesthetic presentation of digital marketing. The psychology of color is so prevalent that it is deemed as the center of marketing strategies, especially when a color is correlated with a positive emotion (Gigauri, 2024). This study communicates how color amplifies a certain mood, which is significant to consumer consumption assessment. Other aesthetics, such as minimalism, have also spiked in popularity, reversing traditional American culture of over-consumerism (Anderson et al., 2022). Marketing strategies involving aesthetics enable brands to intentionally tailor a specific brand identity to target consumers. Through a qualitative data analyzation of books, TV, news, media, stores, and Google searches, Anderson and colleagues found principles of minimalism to be possession amount, curated consumption, and scarce aesthetic, reinforcing a simplistic identity to unify minimalist consumer strategies. Likewise, minimalism is perceived as more inclusive and appealing over a maximalist aesthetic (Anderson et al., 2022). Through this series of five experiments testing themes of minimalist versus maximalist preference for solo versus shared consumption, minimalist inclusivity, and homogeneity versus heterogeneity of aesthetic choices, it was found that minimalism is preferred even in contexts of shared consumption. This preference complies with unifying minimalist principles that contrast historical trends of all-encompassing

maximalism (Anderson et al., 2022). Consumption in communication with aesthetics has drastic implications for brand appearance and therefore consumer response. Aesthetics are exceptionally fundamental to overall brand presence and can substantially influence the success and direction of digital marketing campaigns, establishing the importance of evaluating the aesthetic and audience connection.

Marketing in a contemporary light is primarily focused on the interests of a customer to promote a product (Salem Press Encyclopedia, 2021). Consumer influences, including social impacts and personal style, are very complex on a digital scale, and can vary between products and brands. With flourishing globalization and digitalization, current international cultural trends factor into buying behavior. Highly influential social impacts are defined as anything that affects one in a social space and can be both external environmental changes and internal opinions and values (Gigauri, 2024). Furthermore, online purchase behavior is different than traditional patterns, and factors such as age, education, and job status all affect consumer behavior (Zhao et al., 2024). This analysis of 181 random responses affecting connections between information, service, product quality, satisfaction, and purchase intention found that product clarity and transparency, visual appeals, and simplistic usage and navigation were all e-commerce factors that affected consumer opinion (Zhao et al., 2024). Varied structural implications intensely affect consumer purchasing contemplation and need to be studied for deeper recognition. Consumer buying rates are higher when a website is secure, privacy is protected, and quality is upheld (Zhao et al., 2024). In other words, overall visual quality and privacy levels beneficially influence digital product appeal for consumption. The convenience and diversification of online shopping has also presented excessive competition, as displayed through an analysis model measuring consumer actions regarding purchase intention with household intake, that found that (with a 5% significance value) online shopping generally upsurges everyday domestic consumption (Banda and Kassam 2023). E-commerce holds wide-ranging induces on distinct sectors of consumption, both personal and familial. The identity of the shopper is important when analyzing consumer behavior (Saint Clair, 2018), increasing personalization magnitude. Digital commerce offers new opportunities for purchasers, and marketing comprehension of consumer stimuli beneficially prompts product implementation.

Marketing campaign significance can vary between personal factors such as a target consumer's gender identity and current age. For example, an expanding marketing style of influencer marketing drives consumer engagement and increases brand awareness but also includes significant gender and visual factors (Wang et al., 2023). A YouTube analyzation of videos from 15 male and 15 female influencers including attention to visuals, found that various stereotypical color schemes affect each gender, as seen with blue coloring with male influencers persuading an increased male viewership (Wang et al., 2023). Building off influencer marketing, male consumers display more prominent materialistic perspectives and social motives, while female consumers are more involved with product design (Apostol, 2023), demonstrating how fluctuating aspects contribute to female verses male marketing interactive levels. In a scoping review methodology of the Scopus and Web of Science databases, females were found to be more attentive towards credibility, appearance, and content production, and were less focused on proficiency, while males were found to have materialistic jealousy, and were opinion-focused through online reviews (Apostol, 2023). Overall, responses in this study to influencer marketing strategies between female and male consumers differed significantly (Apostol, 2023). Various gender identities respond distinctively to marketing output, leading to the importance of understanding positive influence factors to enhance promotional success by studying visually pleasing aesthetic principles exclusively across adolescent gender populations.

### 3. Methodology

The objective of this study centered around the evaluation of any association between popular aesthetics (minimalistic, vintage, futuristic, nostalgic, and y2k) utilized in digital marketing, with high school aged adolescent interaction across genders. Data was collected through the utilization of a survey methodology embedded with created digital stimulus images that served as fake Coca-Cola advertisement campaigns, to model five selected visual aesthetics (one per ad image). The visual aesthetics were initially selected from Google engine searches, specifically, *12 Agency Pros Share Visual Marketing Trends Brands Can Capitalize On*, with Forbes, and their examination into marketing in public relations. Popular trends included recurring themes of nostalgia, maximalism vs minimalism, retro,

surrealist, and luxury. Through repetition of common dominant styles, minimalist, vintage, futuristic, nostalgic, and y2k (year 2000s) were selected as the aesthetic themes behind each Coca-Cola advertisement for this specific study. The visual stimulus images were created and compiled as collages taking different approaches to Coca-Cola product advertising. Using the Procreate digital app, each stimulus image included common qualities of the overall presence of the aesthetic, with y2k including contrasting cheetah accents and saturated décor that aligns with maximalism, futuristic including led colors and glow decals, nostalgic including bright shapes and colors, minimalistic including white coloring and traditional font, and vintage including brown accents and rustic designs.



Figure 1. Mock Digital Advertisement Survey Stimulus Image 1 (Minimalist Aesthetic) Ranked on Likert Scale.



Figure 2. Mock Digital Advertisement Survey Stimulus Image 2 (Vintage Aesthetic) Ranked on Likert Scale.



Figure 3. Mock Digital Advertisement Survey Stimulus Image 3 (Futuristic Aesthetic) Ranked on Likert Scale.



Figure 4. Mock Digital Advertisement Survey Stimulus Image 4 (Y2k Aesthetic) Ranked on Likert Scale.

The survey was distributed to participants through email chains, with two link copies: one for those who identify as females, and one for those who identify as male. Both links were included in all emails, with clear labeling to distinguish the correct link for each participant. The scope of participation was confined to high school adolescents enrolled in private high school X, ranging from 14 years old to 17 years old. The narrowed age range for participation was opted in accordance with *Social Media and Youth Mental Health*, published by the National Library of Medicine, that posited how 95% of the range of ages of 13-17 years old actively utilize and hold social media accounts. The entire scope of teenage adolescents was then limited to fit the ages of the average age selection of high school students ranging from around 14-17 years old, instead of 13-17 years old. The entire survey took no longer than 15 minutes for the participants to complete. The data was collected in total over the span of a month and was then analyzed for similarities and variations between and across gender adolescent populations. The survey itself was split into three sections apart from the preliminary parental consent form, all with the goal of measuring the effect of digital aesthetics (utilized through fake ad campaigns) on participant rating between genders. The first section included multiple choice, select all, and ranking questions of gender, age, social media account holdings, and background on online shopping history. The goal of this section was to establish the participant's personal



Figure 5. Mock Digital Advertisement Survey Stimulus Image 5 (Nostalgic Aesthetic) Ranked on Likert Scale.

association with digital marketing while keeping their identity anonymous, and the connection and experience of each participant with digital product visuals. The second section included the digital stimulus, with a ranking Likert system one (least visually appealing) to five (most visually appealing), and reflection questions attached to each stimulus. The instructions for the participants were to select a number rating for each image, with no repeats in rankings. After making the selection, a reflection box was provided to measure the reasoning behind the designated ranking. The purpose of this section was to measure the independent variable through analysis of the participant ratings. The final section included concluding reflection questions, that asked for the overall ranking for the participant’s most visually appealing ad image, or image that received a rating of five, and the participant’s least visually appealing ad image, or the image that received a rating of one. The quantitative data was analyzed by organizing the ratings into categories based on gender and then averaging out the mean rating for each digital stimulus to learn which visual aesthetics were most/least visually appealing towards each respective gender group. The qualitative data from the preliminary and reflection questions was also evaluated to compare and reason the average numerical statistics that were received. A survey methodology was chosen because, through specific questioning towards a participant, it is possible to measure any direct gender relations between visual aesthetics utilized in the images and participant ratings, as seen in similar studies (Gigauri, 2024) that measured the social impacts of income and education along with gender and age on consumer online shopping behavior in response to fashion marketing. However, this past study focused on a population of 18-65-year-olds and primarily concentrated on social implications in the fashion industry instead of visual effects of marketing ads, but still accurately models the ability to find a connection between stimulus and response through the application of a survey methodology.

#### 4. Results

Through an overall analysis of the collected quantitative and qualitative data, both male and female adolescents displayed varied results about average online media usage, but similar visual aesthetic ranking values. On average through a Likert scale of one (never) to five (very often) females with a majority 32% responded as a three to shopping and purchasing items online, while male adolescents responded with a 46.2% majority as a two. Despite the similar rankings, adolescent females engage in online shopping on average more frequently than male adolescent consumers. However, both male and female adolescents held high majority averages of brand following on social media accounts, with 88% of female responders following brands (Figure 6), and 84.6% of male responders following brands (Figure 7), demonstrating the conforming importance and influence of brands on ranging social media platforms towards adolescent populations.

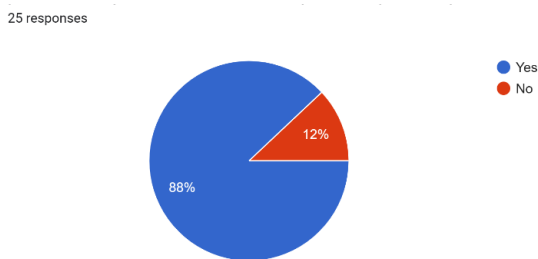


Figure 6. Percentage of Female Brand Following on Social Media Platforms.

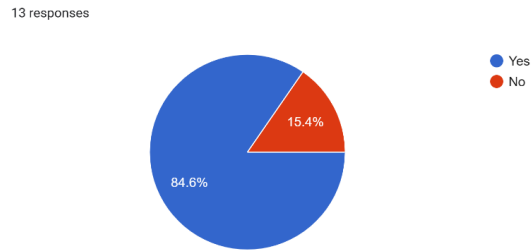


Figure 7. Percentage of Male Brand Following on Social Media Platforms.

#### 5. Aesthetic Rankings

Proceeding to background online shopping information, on a Likert scale of one (no) to five (yes), 60% of females, and 46.2% of males responded to paying close attention to online product images (five), displaying the vital importance of visuals for one’s online shopping experience and the impact that promotional graphics have on consumer attention. Overall high rankings for image focus reinforces the strong significance that visual presentations have in digital marketing, and emphasizes the importance of aesthetic decisions for general product performance.

For the image Likert scale rankings from one (least visually appealing) to five (most visually appealing), that represented the visual aesthetics, a major correlation occurred, with both 48% of female adolescent responders (Figure 8) and 46.2% of male adolescent responders (Figure 9) ranking Image 1 (Figure 1), representing the minimalistic aesthetic, as their average overall favorite and most visually appealing image. These equivalent positive rankings across population groups grant a direct resemblance throughout aesthetic inclinations for distinct gender populations, and a particular liking towards minimalist images.

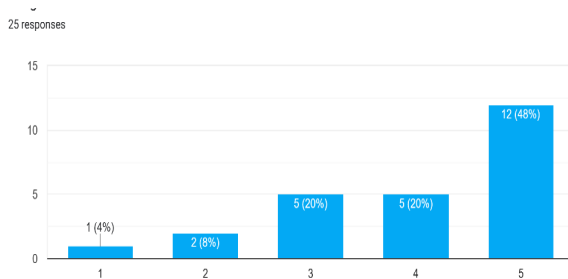


Figure 8. Female Ranking Responses of Image 1 (Minimalistic Aesthetic).

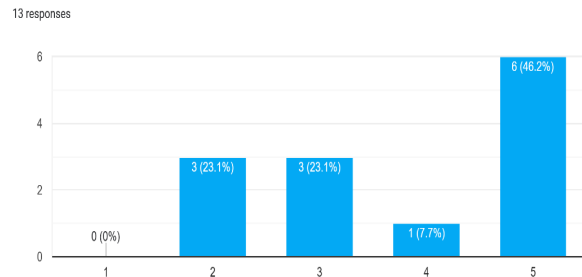


Figure 9. Male Ranking Responses of Image 1 (Minimalistic Aesthetic).

In collaboration with the above rankings, females explained their positive response towards the minimalist visual due to priorities in clear product presentation, appealing colors, accurate brand representation, and simplicity, while male reasoning focused on realism, contrast, and clarity as well. Both genders are focused on image precision, but females are averagely focused on color appeal and brand representation, while males focus on product to visual accuracy and practicality.

Similarly, for average least favorite image rankings, the male and female responses greatly correlated with 52% of females (Figure 10) and 61.5% of males (Figure 11) selecting Image 4 (Figure 4), representing the y2k aesthetic. The negative extreme ranking values correlated across both gender populations, demonstrating a heightened displeasure with exclusively maximalist and busy visuals. In association with the positive rankings of the minimalist aesthetic (Figures 8 and 9) across both male and female gender populations, positive trends for future reference are progressing towards minimalist undertakings, and away from maximalist y2k visuals.

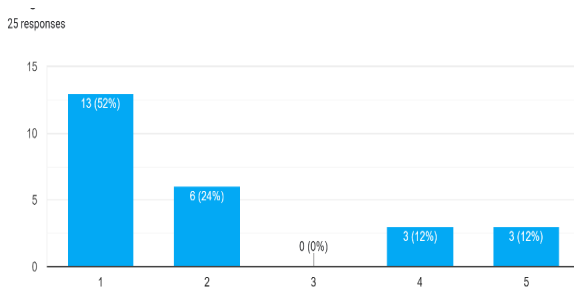


Figure 10. Female Ranking Responses of Image 4 (Y2k Aesthetic).

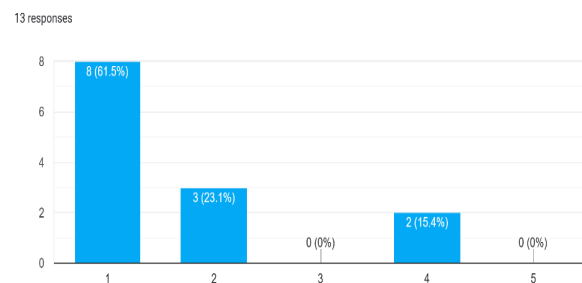


Figure 11. Male Ranking Responses of Image 4 (Y2k Aesthetic).

In relation to the figures above, reasoning for the negative ratings of the y2k visual for females and males both focused on the unattractive contrast, distraction, and overstimulation. The negative reasoning for Image 4 (Figure 4) established parallel reasoning for dislike, pertaining to displeasing pattern dissimilarity across both male and female adolescents.

The overall rankings of the visual aesthetics (not only the most and least visually appealing) also correlated with slight numerical and orderly variations across gender populations. The overall female stimulus rankings of the visual aesthetics included 52% rating Image 4 (y2k aesthetic) as a one, 36% rating Image 3 (futuristic aesthetic) as a two, 32% rating Image 2 (vintage aesthetic) as a three or a four, 40% rating Image 5 (nostalgic aesthetic) as a four, and 48% rating Image 1 (minimalistic aesthetic) as a five. The overall male stimulus rankings of the visual aesthetics included 61.5% rating Image 4 (y2k aesthetic) as a one, 30.8% rating Image 3 (futuristic aesthetic) as a two or a three, 38.5%

rating Image 2 (vintage aesthetic) as a three, 38.5% rating Image 5 (nostalgic aesthetic) as a three, and 46.2% rating Image 1 (minimalistic aesthetic) as a five. Similar to the extreme rankings, the overall ranking pattern of the five digital stimulus images were similar across each gender population.

## 6. Discussion

Overall, both gender adolescent groups favored the image presenting the minimalist aesthetics, and both gender groups disliked the image representing the y2k/maximalism aesthetic. Summarized reasoning for the ranking of the most visually appealing image differed between gender populations, displaying contrast over focus points for each gender, but ranking explanation for the least visually appealing image strongly correlated, exhibiting aligning digital media focuses of displeasure for adolescent gender populations. In conversation with the researched hypothesis, it was predicted that specific visual aesthetics would appeal differently across gender adolescent populations, and ads displaying a minimalist aesthetic will produce more female positive interaction on average, while ads modeling a vintage aesthetic will produce the most positive feedback from males. The hypothesis was supported by the collected data pertaining to females rating Image 1, or the minimalist aesthetic, as the most visually appealing. The popularity of the minimalistic aesthetic aligns with recent trends, as minimalism is often the preferred aesthetic, being seen as unifying due to its simplistic nature (Anderson et al., 2022). However, the data did not support the hypothesis that aesthetic ratings will vary significantly across gender populations, as both males and females held the same favorite and least favorite digital stimulus. The hypothesis was also not supported in the way that the vintage aesthetic will receive the most positive feedback from males, as males similarly ranked the minimalist aesthetic as the most visually appealing. Overall, the comparable results of this study displayed the altering alignment and deviation concerning marketing stimulus throughout adolescent gender populations. Limitations on this study pertain to the scope, as the only product that was experimented with was Coca-Cola drinks, excluding items such as clothing or other popular online shopping products. Experimenting solely with Coca-Cola product stimulus enabled a clear control group for experimentation, to prevent any influence of product preference on overall aesthetic rating. However, future research can cover a variety of products to obtain beneficial information about ranging adolescent consumer behavior. Another limitation was the difference between male and female responses, with 25 female responses and 13 male responses. However, this study did utilize averages which enabled comparison between populations, but future research should expand sampling. This study also focused exclusively on the effect of popular visual aesthetics. Other impacting factors such as social influences of income, education, occupation, etc can be studied to further understand not only visual impacts, but societal impacts in collaboration with visuals. Pertaining to the visual aesthetics chosen for this study, five diverse popular aesthetics were selected to examine for adolescent consumer interaction. Other possible visual aesthetics were not specifically studied in order to keep the survey to an adequate length for the participants, but can be included in future exploration to further understand the impact of aesthetics.

## 7. Conclusion

The power of digital marketing has transformed the promotional industry to be a heavily customizable consumer-based endeavor. With corresponding frequent social media utilization and brand following, both male and female adolescents prioritize product images when online shopping, displaying the need for visual consideration. Digital marketing is vital to product outreach and success, and it is important to understand the implications to positive brand impact. Different aesthetics can completely alter a brand's image and perception to specific audiences. Through the modification and creation of fake Coca-Cola ad images, the features of a minimalist aesthetic triggered a positive response from both gender groups while the y2k/maximalist aesthetic generated negative interest levels. Similar design values were held by both groups based on product clarity and cohesiveness, signifying the importance of these visual principles for future promotional marketing undertakings. These findings therefore impact future promotional research through a framing of marketing output to contain the positive researched visual qualities for maximum product profitability.

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