

VISUAL STORYTELLING

How Color Saturation Affects Customer Responses to Luxury Ads



Introduction

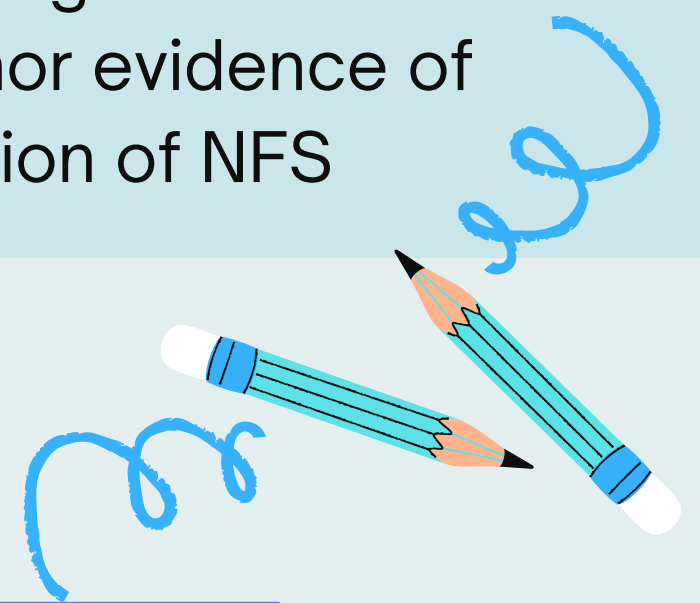
- Luxury brands invest heavily in visual ads (Handley, 2017).
- Effective imagery influences customer behavior (Huang & Ha, 2020; Kujur & Singh, 2020).
- Psychological impact of color saturation.

Objective

- Color saturation -> purchase intentions
- Mediation of VS
- Moderation of NFS

Methodology

- Quantitative research with an online survey
- 175 participants from various social networks

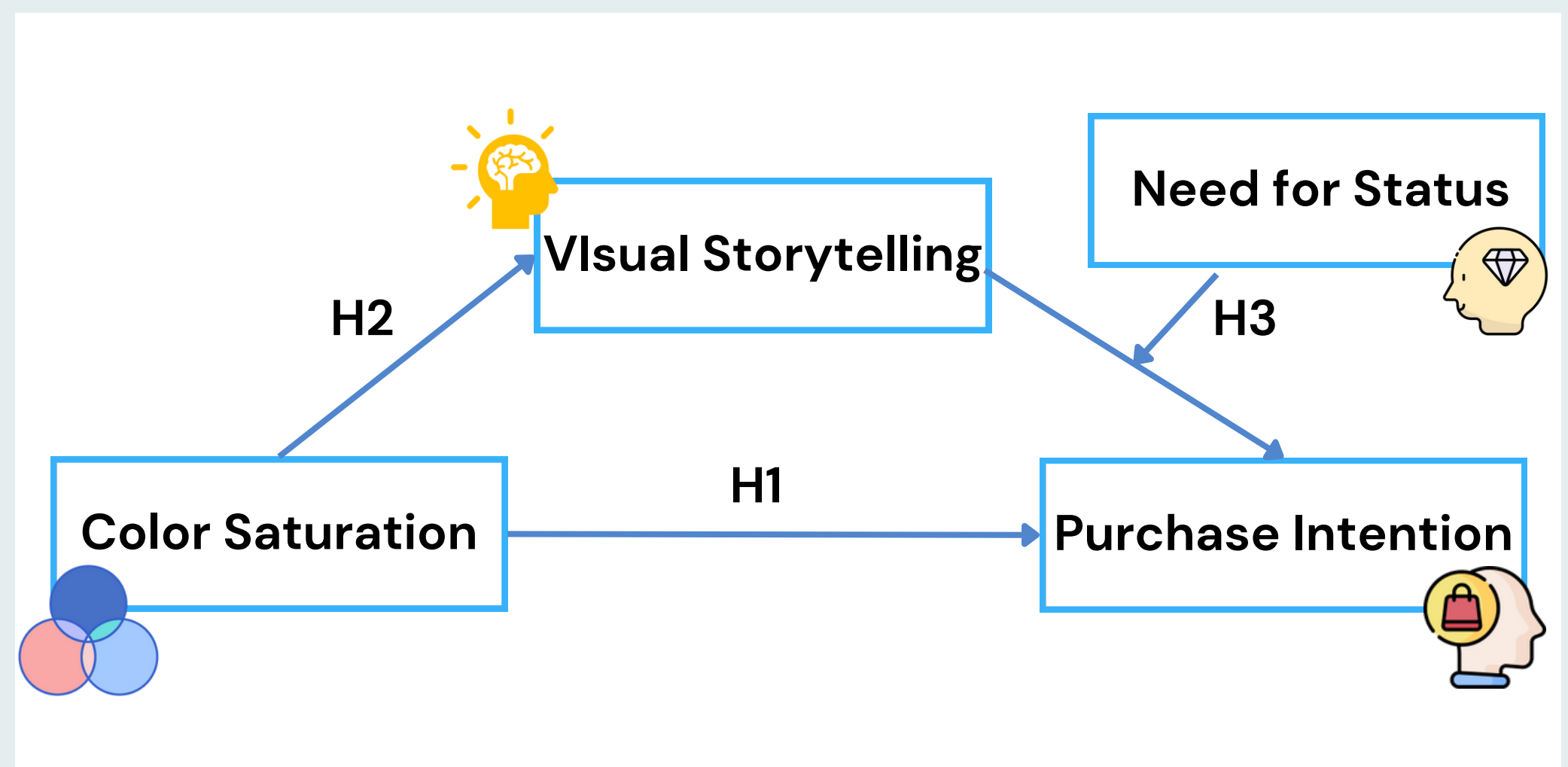


Results

- High saturation --> high purchase intention
- No mediation of visual storytelling
- Only minor evidence of moderation of NFS

Analysis

- ANOVA and PROCESS Macro Model 7 were used.
- Color saturation significantly affects PI (H1).
- VS did not mediate this effect (H2).
- NFS showed inconsistent moderation (H3).



Conceptual Framework

Conclusion

- Focus on high color saturation in ads to boost PIs.
- Tailor VS to audience status needs.
- Test findings in larger & diverse customer environments to validate results.

Related literature

Handley, L. April 18, 2017, while the advertising world goes digital, some brands are still sticking to analogue ads CNBC [online]. Retrieved from [The advertising world goes digital but luxury brands spend on print \(cnbc.com\)](#) [Accessed: June 14 2018]

Huang, R., & Ha, S. (2020). The role of need for cognition in consumers' mental imagery: A study of retail brand's Instagram. *International Journal of Retail & Distribution Management*. [The role of need for cognition in consumers' mental imagery: a study of retail brand's Instagram](#). | Emerald Insight (uhasselt.be)

Kujur, F., & Singh, S. (2020). *Journal of Theoretical and Applied Electronic Commerce Research*. Retrieved from [Visual Communication and Consumer-Brand Relationship on Social Networking Sites - Uses & Gratifications Theory Perspective - ProQuest](#).

