Role of web design for image brand toward business

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Abstract. This paper explores the direction about web design in improving the image of a brand on merchandise. Web Design is a primary thing a company can have, websites can build the credibility of a company. Web design can also increase the professional value of a company. The importance of web design is not only on e-commerce but in a company that wants to show their character. When a brand image succeeds in doing its job, brand image can give positive impact to company. The method used in this study was R & D (Research and development) in order to discover the role of web design toward the business and brand image improvement to a service company that will continue to grow in following the current and future technological developments. The results of this study can prove the role of web design on brand image so that merchandise on sale can have a unique character through web design.

1. Introduction

Website, as a marketing application, involves three types of business strategies: prospective strategies, analysis, and buyers. Companies also establish a performance relationship between web designing strategy and business strategy and are required to help practitioners justifying the strategic position of their website. After 1980, one of the most important developments within branding has been managers' increased awareness of how crucial and valuable it is for a company to have a strong brand [1].

This idea first emerged among financial analysts, who equalled a strong brand to a company's future income. During the second half of the 1980s, the idea spread to marketers who quickly understood that a brands' value was not to be underestimated, since a strong brand is possibly the most valuable asset of a company [2]. Web design itself is the process of creating websites. It encompasses several different aspects, including webpage layout, content production, and graphic design. While the terms web design and web development are often used interchangeably, web design is technically a subset of the broader category of web development [3]. The definition offered separates web design from web programming, emphasizes the functional features of a website, as well as web position design as a kind of graphic design. A brand image is how the consumers perceive the brand [4]. Aaker et al explains that brand image is a set of associations which might not even reflect the objective reality [5]. Arnold et al says that brand image refers to the way in which certain groups decode all of the signals resonating from the product or service [6].

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behaviour. For marketers, whatever their companies marketing strategies are, the main purpose of their marketing activities is to influence consumers 'perception and attitude toward a brand, establish the brand image in consumers' mind, and

stimulate consumers' actual purchasing behaviour of the brand, therefore increasing sales, maximizing the market share and developing brand equity [7]. It is often assumed that retailers' and brands' images are affected by numerous factors. One factor affecting a retailer's image is the image of the brands being sold in the store [8].

While brand image and brand personality studies are well documented in the generic marketing literature, application of branding theories to places, in particular to tourism destinations, is relatively new [9]. In this research, we distinguish between ads that compare two different brands (Across-Brand Comparison or ABC ads) and those that compare different versions of the same brand (Within-Brand Comparison or WBC ads). Results from an experiment indicate that when comparative ads use attributes that are relevant to product performance, ad type and brand image interact such that an ABC ad leads to less favourable consumer perceptions than a WBC ad when image of the sponsor brand is low but not when it is high. However, when the ads use attributes that are irrelevant to product performance an ABC ad leads to less favourable consumer outcomes than a WBC ad, regardless of the image of the sponsor brand. We further propose and show that ad believability mediates these effects. Theoretical and practical implications of the findings are discussed and directions for future research are provided [10]. To get the maximum results from its implementation, brands have to work hard in the introductory stage to create a successful brand image that manifests into consumer preference for the brand [11].

Paul et al elaborated that trust is a crucial factor in e-commerce. However, consumers are less likely to trust unknown Web sites. This study explores how less-familiar e-commerce Web sites can use branding alliances and Web site quality to increase the likelihood of initial consumer trust. We use the associative network model of memory to explain brand knowledge and to show how the mere exposure effect can be leveraged to improve a Web site's brand image. We also extend information integration theory to explain how branding alliances are able to increase initial trust and transfer positive effects to Web sites. Testing of our model shows that the most important constructs for increasing initial trust in our experimental context are branding and Web site quality. Finally, we discuss future research ideas, limitations, implications, and ideas for practitioners [12]. These affect product brand image that influences consumers' online purchase intentions both directly and indirectly by reducing various risk perceptions. Online store image impacts purchase intentions indirectly by decreasing risk perceptions. The results of this study provide fresh insight into understanding the impact of product brand image and online store image on each type of perceived risk associated with online shopping [13]. Arjun and Moriris explained two aspects of brand loyalty, purchase loyalty and attitudinal loyalty, as linking variables in the chain of effects from brand trust and brand affect to brand performance (market share and relative price). The model includes product-level, category-related controls (hedonic value and utilitarian value) and brand-level controls (brand differentiation and share of voice) [14].

All in all, Amit et al, researcher who had the similar concept discovered that the research extends the concept of salesperson customer orientation to Internet marketing by conceptualizing and studying the effects of Web site customer orientation on perceived Web site quality and consumer behaviour. This research also adapts the concept of brand/store personality to Internet marketing by investigating the effects of Web site personality on perceived Web site quality and consumer purchase intention. The model is tested on apparel Web sites using data from multiple sources. Implications of managing Web site personality and Web site customer orientation are discussed [15]. This showed the effort to maximize a website that can be seen through inconsistent findings regarding the effects of interactivity on communication outcomes such as attitude toward the website in two different interactivity research streams (i.e., actual interactivity vs. perceived interactivity) by proposing that perceived interactivity mediates the effect of actual interactivity on attitude toward the website [16]. From the elements of model that are most relevant to branding and advertising, and reviews studies that have used the model for aspects of international branding and for advertising research. It provides some cautious remarks about applying the model. Suggestions for more cross-cultural research are added [17]. From the above references or researches, it is not explained how to make a brand concept that can be

implemented through a web design. So, this paper will explore the direction about web design in improving the image of a brand on merchandise. Web Design is a primary thing a company can have, websites can build the credibility. Web design can also increase the professional value of a company. Brand image can give positive impact to a company. This research used R & D (Research and development) in order to discover the role of web design toward the business and brand image improvement to a service company that will continue to grow in following the current and future technological developments in web design.

2. Method

R&D (research and development) method was conducted to elaborate the role of web design toward business and branding image improvement to a service company or goods company and that will continue to grow to follow the current and next technological developments. By analyzing the needs of the user, we can discover the market needs.

3. Results and Discussion

Web design is the display of creations with interesting content on a website that can be accessed by the user and plays an important role for online business or online shop. In this online business, information is the most important and useful thing for users or businessmen. This very useful information can facilitate the search time. With the quality of its information, it can also persuade users or customers to purchase products displayed in the website. Not only related to information, but also closely related to marketing. In marketing, customer uses information to find a business strategy and opportunities to provide good services.

Responsive web design is generally a modern development of the existing web design. It is a state where the display is well-looked if accessed from any device. It will be suitable even if the resolution is different. Once we access the website with smartphone, the display will change from the view when opening in a computer. With the responsive web design, this view given will look similar as when we open a site in computer. Web design is not only a computer screen display but also a display to open a website or site on a smartphone. Since people have sophisticated mobile phones, it is inevitable that smartphone is very helpful in doing their works. For instance, when they want to purchase something in an online shop by using website. Thus, responsive web design is made. In this web design development, there are some things should be underlined; a good user experience to customer and easy management of a website itself.

A good user experience by storyboard artist Pixar Emma Coats in 2011 explains some Thought Works rules that can be adapted in designing a good UX. Here are the adaptations of these rules:

- UX designer is more admired for their iterations more than for their successes.
- We have to understand what's more interesting for us as a user, not as a designer since they can be very different.
- Do the research.
- Tell the story of your user. This is important when you can't involve everyone in research sessions.
- Be simple and focused on what things you want to develop.
- Challenge your design and interaction ability. Know where you're good at. Throw the polar opposite at it. Challenge yourself!
- Your product needs to deliver a particular value proposition, experience and business benefit. And these need to be defined before you start designing.
- Finish your prototype. Let go even if it's not perfect.
- When you're stuck, make a list of what wouldn't work. Lots of times the material to get you unstuck will show up.

- Pull up your experiences and designs you like.
- Put your ideas on a paper. Don't let it stay in your head.
- Discount the first thing coming up on your mind.
- You need to understand your user base and you also need to facilitate and share this understanding with your team.
- Question yourself why you should gain this experience.
- Place yourself as user to understand their feeling.
- Communicate the risks, the user's frustrations and intentions
- No work is ever wasted.
- You have to know yourself.
- Hypotheticals to get users into trouble are great; hypotheticals to get them out of it are cheating.
- Exercise: take the building blocks of an experience you dislike.
- You have to identify the contexts and its users.
- You have to know the essence form you UX.

The benefits of web design for business are; websites can build the credibility of your business. It is important since the website can save your expenses in promotions. Furthermore, websites are easy to reach renew even though it is only a general benefit, but a web design is very influential for the company's self- crowded and also with customers. As described earlier, how can we present a user-friendly web design as well as proper information? A website that is made with sober is not appropriate with the company. The duration of the response from the seller also confused the order it will be abandoned the website and look for websites that better guarantee the desire of each customer is also a satisfactory service for customers, then of the importance of the website that has been designed in such a way as to attract the customers and provide a good start and also a satisfactory service web.

Without realizing it, web design is very important for the continuity of the company, especially for the company who is still developing. This web display showing the characteristics of a company where the buyer will be able to consider which online shop that is trusted to purchase something. From the interesting web design, it can bring in cooperation with larger companies or customers remaining because it is more promising and more reliable if we see it from testimony messages or suggestions from some customers. It has indirectly built a brand image of the website itself.

Things every entrepreneur should do to be able to use web design as much as possible:

(1) **Quality of Information**: this relates to the quality of content in web design.

(2) **Learning characteristics capability**: Communication in e-commerce is very important, especially for Two-way communication. This online communication is not as easy as written communication. But at least the company has reached the movement of this buyer or customer. With good communication, this can provide good potential for customers.

(3) **Playfulness Research**: this shows that the customer will come back to our website and whether the customer finds it interesting on our website. Promoting pleasure to the customer and Focus on the interesting features will captivate the customer to enjoy their visit, which can increase the information retrieval activity on our website. Website must have an eye-catching design. This method is a service or service for customers who enter our website in search of what he needs in marketing management, this concept reflects the potential for shopping and emotional value

(4) **Quality of system**: Security is not the only aspect used as a benchmark for designing a quality system. Systems that have the speed of the security system are needed since the website can run with what the sellers expect and realize perfectly, especially costumer or e-commerce customers. A reliable system makes the system free from human error, data backup problems, and deliberate mistake. The system itself is an important indicator whether web design is successful or not.

(5) **<u>Brand Image</u>**: Brand image is the basis of the source of brand equity. A good brand image will be able to show the characteristics of the brand that will continue to be remembered by the customer as well as to tie the sale or service of a company. The public will also give a positive response when a company is campaigning brand image that we have. Therefore, the company's knowledge of brand image should be further enhanced because it is related to the running of the company, because as a consideration of the function and accuracy of a brand, an image is associated with the brand image itself into a balancer of expenditure and revenue, consumer or customer confidence in the company.

4. Conclusion

Web design or a website making the characteristics of a company or personal can be the most important when a brand emerges what the public thinks about the brand service. Web design can increase the professional value of a company or goods. A web design with a good service and communication will imprint the customer and affect mutual return to the company. The importance of web design is not just on e-commerce but in a company that wants to show the character of a company and when a brand image succeeds in doing its job brand image can give positive value in company.

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