

DOI: <https://doi.org/10.63332/joph.v5i5.1430>

# The Visual Identity of Brands and its Impact on the Visual Perception of the Saudi Public: A Field Study on Multinational Automotive Companies

Abdulrahman bin Ibrahim Aljahli<sup>1</sup>

## Abstract

*This study investigates the impact of the visual identity of multinational automotive companies' websites on the visual perception of car owners in the Kingdom of Saudi Arabia. The primary objective is to understand how exposure to the visual elements on these websites such as logos, colors, and graphics affects consumer preferences and their overall perception of automotive brands. The study's population consists of car owners who have interacted with the websites of multinational automotive companies, and the sample includes 400 respondents from various regions of Saudi Arabia. The research employs a descriptive approach using the survey method to collect data through an electronic questionnaire. The findings indicate that a significant percentage of respondents are frequently exposed to these websites, with 52.8% reporting regular visits. The study also reveals that Toyota, Mercedes, and Chevrolet are the most preferred brands based on website exposure. Additionally, visual identity elements such as logos and colors play a vital role in shaping consumer perceptions and are seen as highly influential in promoting the brand. Results also show that 64% of participants believe that the visual identity of these websites significantly contributes to the promotion of automotive brands. Furthermore, the study emphasizes that visual identity elements complement the content of the websites, reinforcing the importance of high-quality information in engaging users. Based on the findings, the study recommends the development of educational projects for students in Public Relations and Advertising to enhance their understanding of visual identity's role in consumer behavior. It also advises automotive companies to prioritize specialized advertising departments to ensure effective integration of design and editorial elements. Lastly, the research underscores the need for a balance between modern design trends and traditional cultural values in creating brand identities. This study provides valuable insights into the strategic use of visual identity for automotive companies and offers practical recommendations for optimizing website design to boost brand recognition and consumer engagement.*

**Keywords:** Visual Identity, Brand Perception, Multinational Automotive Companies, Saudi Arabia.

## Introduction

Recently, various companies and institutions have become increasingly keen to have an online presence, given the large number of users and ease of interaction. User interaction with pages, whether through liking, commenting, or other interactive forms, allows recipients to freely express their opinions about products and services. Nothing impacts a person more than a recommendation from a trusted friend, which impacts the brand's reputation. It is considered one of the best advertising methods currently, given that advertising reaches the target audience personally through personal social media pages. It has become an important advertising tool that

<sup>1</sup> Associate Professor of Public Relations, Department of Public Relations, College of Media and Communication, Imam Mohammad Ibn Saud Islamic University (IMSIU), Riyadh, Saudi Arabia, Email: [Aljahli13@gmail.com](mailto:Aljahli13@gmail.com)



must be utilized when promoting products, as it can play a significant role in raising awareness of a brand's reputation and assisting in purchasing decisions. (Layadhi Nasreddine, 2014).

It has contributed to the adoption of self-branding and the creation of an entrepreneurial culture in society. Creating a comprehensive brand framework called brand liking is essential for creating a sustainable, strong, and meaningful relationship between the consumer and the brand. Brand liking contributes to the purchasing decisions made by customers, as these positive feelings motivate them to connect with and purchase that brand (Mansoor et al.,2025). The concept of brand liking is an important indicator of the quality of the relationship between the customer and the organization. Brand liking is linked to how the brand appeals to customers' emotions and creates a set of positive emotional and behavioral attitudes toward the brand. Finally, brand respect is the level of positive consumer awareness of the brand, as well as the level of familiarity and preference that the brand enjoys among consumers. Regardless of its field of expertise, an organization builds a brand in a well-crafted way, presenting it through its brand identity. Consumers receive it in the form of the brand image. Consumers have different mental images, demonstrating the role of the brand as a means of communication between the organization and the consumer. In other words, there is one image the organization wants to convey to the consumer, and another image that reflects the reality of the product. We find that the consumer has a different point of view, reflecting their opinions, judgments, and impressions, whether positive or negative, about these things. This is a set of impressions, ideas, and feelings that the brand evokes in them compared to competing brands. This is what positions the brand in their mind. Keywords: brand - brand image - brand positioning.

It allows car enthusiasts to form communities and communicate with others. Through groups, forums, and dedicated pages, car enthusiasts can share their love of cars, discuss modifications, and seek advice from experienced individuals. This sense of community fosters a supportive environment where individuals can learn, grow, and collaborate, providing a global stage for car coverage strategies. By leveraging platforms with millions of active users, car coverage professionals can expand their reach and engage with a wider audience. Through engaging images, informative videos, and engaging content, they can showcase their expertise, build brand awareness, and attract potential customers. (Abbas, 2023).

Car coverage professionals receive real-time feedback from their target audience. By monitoring comments, direct messages, and engagement metrics, professionals can measure the effectiveness of their strategies, identify areas for improvement, and adapt their approach accordingly. This feedback loop ensures that car coverage strategies remain relevant, customer-centric, and adaptable to changing trends. It provides a platform for car coverage professionals to showcase their innovative ideas and creations. Through visually appealing posts, behind-the-scenes glimpses, and interactive content, professionals can engage and inspire their audience with new trends, technologies, and designs. This not only positions them as industry leaders but also fuels creativity and pushes the boundaries of car coverage. (Ahmed, 2024). Automotive professionals can unlock a world of opportunities from building a strong community to expanding reach, receiving real-time feedback, and showcasing innovation. Social media has become an indispensable tool in the world of automotive coverage strategies. Its ability to connect, engage, and inspire makes it a driving force in shaping the future of the industry. Engaging with the community is a crucial aspect of building relationships and fostering brand loyalty within the context of automotive coverage strategies. Through active engagement with the public, a sense of belonging can be created and a strong relationship with customers can be established through the resulting reputation of the automotive brand. Engaging with the

community goes beyond simply promoting the brand; it is about building meaningful connections, providing value, and creating a positive experience for the audience. By implementing these strategies, a loyal community can be cultivated that supports and advocates for the brand. By reading the literature related to brand personality in general and automotive brands in particular, as well as analyzing previous studies that addressed the topic, it became clear that most of these studies did not address brand personality in terms of its impact on brand reputation through social media in the Eastern Province and its impact on consumer purchase intentions in the Saudi automotive market. This would impact the effectiveness of advertising campaigns as an influential and vital element in the automotive marketing strategy in the Kingdom of Saudi Arabia. Therefore, this study attempts to identify the most important basic dimensions of brand visual identity and its impact on the visual perception of the Saudi public through brand personality in terms of its impact on consumer purchase intentions for certain types of cars and their brand reputation. (Rashid, 2021).

The following presents the theoretical framework, the research gap, the study's problem and questions, and the objectives. The study, its importance, the relationship between its variables, and the development of the study's hypotheses and model in light of previous studies. This is followed by a review of the study's methodology, a presentation, discussion, and interpretation of the study's results, an explanation of the theoretical contributions and practical recommendations, and finally, the study's limitations and directions for future research.

## **Visual Identity**

Visual identity, in addition to advertising messages, has become a subject of debate and discussion among marketing specialists and visual arts professionals, such as designers and business managers, as visual identity serves to raise the stock of these companies.

Identity is not merely a logo, nor is it merely a product or service. Therefore, the marketing department cannot create an identity. Identity is not an advertisement that an advertising company can create. Identity is a symbol, shape, design, slogan, or any characteristic that distinguishes a product from others and addresses consumers' feelings toward the product or service. It is also a reason for choice or preference. Identity also encompasses the tangible characteristics and all parts of a project or product. It combines science, art, logic, and emotion. Visual identity is one of the essential elements that enrich and highlight management systems. Visual identity plays a prominent role in quickly capturing information and conveying the desired message through the optimal use of elements. The study finds that graphic design elements provide aesthetic and functional features to the identity and imprint of each institution or website. This entails developing advanced strategic plans that serve as a concise guide for selecting fonts, colors, symbols, and the type of movement chosen, and disseminating them in the form of logos and dividers that promote the website. (Yahab 2020).

**Visual and Corporate Identity:** An organization's identity lies in its distinction and difference from other similar existing organizations in its external environment. Based on what was previously mentioned, there are two types of identity, differing in approach but united in their starting point and purpose, expressing the essence of the organization, the nature of its activity, and its outputs. We find the visual identity, which consists of a set of visual components such as (logo, symbol, element, color, and lines), and the corporate identity, which includes semantic

dimensions that express the organization's mission and philosophy. Therefore, the visual identity can be considered part of the corporate identity, and indeed its primary component.

## **Previous Studies:**

### **First Section: Studies Addressing Visual Identity**

**1. A study by Abdelaziz and Abdo Qanawi Ahmed, (2023)**, titled "The Visual Identity of Charitable Organization Websites and Its Impact on Motivating the Public to Donate: A Field Study." This study aimed to measure the relationship between the visual identity of the websites of charitable organizations and associations, and its impact on motivating the public to donate. This study is a descriptive study that relied on a survey of public opinions and attitudes to determine their awareness and knowledge of the visual identity of charitable organizations' websites, which motivates them to donate. The study relied on a deliberate sample of 319 people exposed to charitable organizations' websites, and data was collected using a questionnaire. The results showed that the visual identity elements used on charitable organizations' websites are influential factors in shaping public intentions to donate. However, they are complementary to the content provided on these websites, as the information provided is the primary source. The use of visual elements does not replace the information itself, but rather adds to and reinforces it, attracting the public to charitable work.

**2. Qubur, Hebat Allah's (2022), study titled "The Role of Facebook Advertising in Strengthening the Institution's Visual Identity: A Survey Study on a Sample of Djezzy Mobile Phone Users."** This study aims to identify the role of advertising on social media, particularly Facebook, in strengthening the visual identity of the service institution Djezzy, by monitoring Facebook users' awareness of the elements of its visual identity. To achieve these objectives, a field survey approach was used, conducting the study on a sample of Djezzy mobile phone users. A questionnaire was used as a data collection tool. The study results confirmed the importance of Djezzy's Facebook advertising in building and consolidating its visual identity in the minds of recipients by identifying visual elements in an attractive and unique way that distinguishes it from its competitors, expresses its principles, and strives to achieve its goals.

**3. Muhammad, Rehab Al-Dakhili's (2018), study titled "Visual Identity in Newspaper Website Design: Sports Websites as a Model."** The study highlighted the visual identity in the design of newspaper websites, with sports websites as a model. The study relied on the survey method and the content analysis method. The study sample represented the following sports websites: the global Alexa website, Super Koura website, Yalla Koura website, Al-Ahram Sport website, and Al-Ahly Club website. The study indicated that the visual identity of the newspaper is one of the visual communication tools that websites employ to achieve their goals. The visual identity is a strategy that aims to distinguish, identify, and remember the newspaper. It provides the graphic system with a clear language through which long-term design plans are implemented. Graphic design reflects the uniqueness of the newspaper's content and is an integral part of our societies and culture, facilitating communication with different groups. The study discussed methods for achieving the visual identity of the electronic newspaper, the importance of the home page in achieving the visual identity in the electronic newspaper, the elements of the visual identity in the header of the home page of the electronic newspaper, and the basic requirements for building a visual identity at the top of the page in the electronic newspaper. The study concluded several results, including that the elements of the visual identity in electronic sports websites were represented by three elements: the name of the website, the logo, and the colors used in the header of the page. The non-verbal symbols used by sports websites reflect meanings

and connotations that confirm the identity of the site, and the most important meaning was The most commonly used symbols in these texts are those associated with expressing activity and movement, and the logo was employed within the context of sports topics directly related to sports. The study recommended the need to study the structural composition of online newspaper logos, including formal construction and semantic compatibility with the real-world institution itself. This abstract was written by Dar Al-Manzomah, 2018.

**4. A study by Baraa Ibrahim Rashid Al-Shadifat, titled "The Role of Graphic Design in Developing the Visual Identity of Jordan Television to Increase Preference among Jordanian Viewers."** The study summarizes the elements of the communication process and the factors that achieve the communication process which include attracting attention, influencing perception, facilitating memorization and recall, persuasion, creating a response, and influencing post-service behavior. It also explains the objectives of the media communication process and the types of visual communication according to the language used and the form of the communication material. It then explains the functions and advantages of visual communication. The study then turns to explaining the elements and components of graphic design, explaining corporate identity and the difference between it and visual identity, and elaborates on the elements, forms, patterns, and standards of visual identity. The study concludes with a review of important models from international satellite channels such as ABC, NBC, and CNN, as well as regional channels such as the CBC network, Al Jazeera News Channel, and MBC. Finally, it reviews the logo of Jordan Television (its origin and development), then presents and describes the researcher's practical experience in developing a contemporary vision for developing the visual identity of Jordan Television.

**5. Mansour, Suha (2016)** "The Impact of Corporate Visual Identity Elements on Creating a Mental Link Between Corporate Design and Exhibition Pavilions." The study aimed to enrich the ideas used in designing exhibition pavilions through the elements of the institution's visual identity and to establish a relationship between them and the exhibition pavilion for the purpose of mental linking, and thus the process of forming a mental image, memory, and recall with the large number of exhibition pavilions held. The study relied on a descriptive and analytical approach and reached the following conclusions: Using corporate visual identity elements as a primary reference has a positive impact on designing exhibition pavilions that are an extension of the corporate visual identity, as these pavilions are an element of visual identity. This is in light of a market increasingly eager to hold exhibitions on a continuous basis and in large numbers, requiring the recipient to form a mental image through the presence of factors that assist in the mental linking process and, consequently, the memory and recall process.

## **Second Axis: Studies on Brands and Cars:**

**6. Ashry, Tamer Ibrahim El-Sayed, Jaafar, Amira Kamal Ahmed Abdel Hamid, and Tawfiq, Amr Mohamed Mansour, (2024),** titled: The Impact of Brand Authenticity on Brand Advocacy, Applied to Private Car Owners in Mansoura City. The main purpose of the study was to verify whether the dimensions of brand authenticity play a role in creating brand advocates in the context of the automotive sector, applying it to private car owners in Mansoura City. Path analysis was used using the WARP PLS7 program to test the study hypotheses and determine the relationship between its variables. The results of the study revealed that brand authenticity has a positive, significant impact on brand advocacy. The results also indicated a difference in the opinions of the car owners under study regarding the study variables according to some

demographic variables. These results highlight the costs of advertising efforts for organizations that direct their marketing strategy to build advocates.

**7. A study by Mr. Reham Mohsen (2023)** entitled: The role of brand trust as an intervening variable in the relationship between brand heritage and brand advocacy, applied to luxury car market customers in Egypt. The study aimed to measure the impact of brand heritage dimensions (brand stability, brand time period, and brand's ability to adapt to the customer) on brand advocacy when mediating brand trust. A questionnaire consisting of 308 items was used to collect the primary data needed to test the study's hypotheses on current customers of the luxury car market (luxury car owners) in Egypt during the study period. The study found a significant positive effect of the brand heritage dimensions (brand stability, brand lifetime, and brand adaptability to the customer) on brand advocacy. It also found a significant positive effect of the brand heritage dimensions (brand stability, brand lifetime, and brand adaptability to the customer) on brand trust. It also found a significant positive effect of brand trust on brand advocacy. The results showed that the significant effect of the brand heritage dimensions (brand stability, brand lifetime, and brand adaptability to the customer) on brand advocacy differed when brand trust was mediated. The results also indicated a significant effect of demographic characteristics (gender, age, and education level) on the relationship between the brand heritage dimensions and brand advocacy.

**8. Study, Nour El-Din, Amr Ahmed Ahmed, (2023)**, entitled: How does brand trust intervene in the relationship between electronic word of mouth and customers' intention to purchase electric cars in Egypt?: The moderating role of customers' environmental awareness. This research tested the indirect effect of electronic word of mouth on customers' intention to purchase electric cars in Egypt through brand trust as a mediator based on the theory of planned behavior, in addition to identifying the moderating role of customers' environmental awareness in the relationship between electronic word of mouth and brand trust. The research was conducted on a random sample of (384) individuals, depending on the survey method. A survey was used as a means of collecting field data. AMOS v.25 and Spss v.26 were then used. The study found that word-of-mouth positively influences customers' intention to purchase electric cars in Egypt through the partial mediation of brand trust. Positive information about electric cars in word-of-mouth enhances customers' intention to purchase, thanks to a brand that is trustworthy to its customers. The study also found that customers' environmental awareness moderates the positive effect of word-of-mouth on brand trust, with the effect becoming more positive when customers are aware of environmental issues in Egypt and their responsibility towards the environment.

**9. Sharifi, Jaloul, (2022)**, titled: The Impact of Brand Experience Dimensions on Attitudinal and Behavioral Loyalty: An Experimental Study on Hyundai Cars.

The study aimed to try to know the impact of the dimensions of the brand experience (sensory experience, emotional experience, behavioral experience and cultural experience) on behavioral and situational loyalty, using Hyundai cars as a case study. The study included a sample of Hyundai car owners and users, where 200 questionnaires were distributed. The hypotheses were tested using the SmartPLS3 structural equation modeling program. The results of the study showed that the dimensions of the brand experience had a significant positive impact on both behavioral and situational loyalty. The brand is considered one of the determinants of the organization's value in the competitive environment, as it plays an important role in shaping customer preferences, because it has become the source of making purchasing decisions. It

affects the customer in terms of the repeated purchase process, which in turn leads to gaining his loyalty to the brand. Therefore, loyalty has become an important topic for all organizations, both small and large, because of its great importance in improving companies' profits and their survival, especially after the multiplicity of needs and desires among these customers. The customer has become more aware and conscious, as his demands and needs have increased. Customer loyalty has also become one of the concepts that marketers have given great importance to, especially after researchers have confirmed in this area, customer satisfaction is not enough.

**10. A study by Sebaa, Saniya Muhammad Ahmad Suleiman, (2021),** titled: The Impact of Word of Mouth on Brand Aversion, Applied to Customers of the Car Market in Dakahlia Governorate. The study aimed to monitor the impact of word of mouth and its dimensions, which were divided into (word of mouth credibility, word of mouth sensitivity, word of mouth source, word of mouth frequency) on brand aversion and its dimensions, which are in turn divided into four dimensions: (aversion linked to previous experience, aversion linked to advertising, aversion linked to customer identity, aversion linked to customs and traditions). To achieve this goal, a survey list was designed for a sample size of 384 individuals from car owners and customers of car maintenance centers in Dakahlia Governorate. Their responses were collected and statistically analyzed using SPSS. The results showed a significant effect of word-of-mouth dimensions on brand aversion associated with advertising. Word-of-mouth frequency was the most influential word-of-mouth dimension, followed by word-of-mouth source, word-of-mouth credibility, and finally word-of-mouth sensitivity, confirming the importance of word-of-mouth influence on brands. Third axis: Studies addressing reliance on media:

**11. A study by Khaled and Al-Shaimaa Sobhi Muhammad (2024)** entitled: The Egyptian public's reliance on traditional and new media during crises: A comparative study with an application to the Covid-19 pandemic. The study aimed to identify the extent of the Egyptian public's reliance on the media from which it obtains information about the Covid-19 pandemic, and which media outlets are characterized by credibility, speed of coverage, and the degree of public confidence in covering developments related to the coronavirus pandemic. The coronavirus pandemic is an epidemic that has swept the entire world and has captured the attention of local and international public opinion. The study also sought to identify whether there is trust in traditional media, social media, or new media outlets. It also sought to compare traditional and new media outlets. The study is considered a descriptive study that used a survey method and a questionnaire on a sample of 445 individuals, with diverse gender, income, and educational levels. The study relied on the theory of media dependence. One of the most prominent results was that 63% of the sample obtained information about the pandemic from social media, while the public's preference for traditional media was 10%. 22.9%. Regarding the credibility of media outlets, 48.6% confirmed that new media and social media sites are the most credible, followed by social media and new media sites that are the fastest to access, at 80%. Regarding the audience's preferences for new media and the social media sites they rely on, Facebook ranked first at 65.7%. The study also found differences between males and females in obtaining information from new media and social media, their perception of the media's credibility, and the speed of access, in favor of females.

**12. Cooper and Carson Kane's study (2023),** titled: The Mobile Paradox: A Study of College-Aged Adolescents' Dependence on Media and Mobile Phone Use.

The mobile phone has become a popular tool for entertainment, communication, and information in everyday American life. However, as mobile phone dependence increases, users are also seeing negative repercussions for their relationships with it. Research has found that mobile phones are associated with feelings of social and job stress, anxiety, and depression. The media available from mobile phones is intentionally designed to capture users' attention and keep them engaged and active for extended periods of time. Those who find themselves struggling with their own mobile phone usage habits may find it difficult to maintain their mobile phone usage habits. Mobile phones may struggle with software designers who make it difficult for users to separate themselves from their smartphones. This dissertation examines the relationships between college-aged teens and their mobile phones to understand the potential tensions between dependence on this technology and the perception that it is too demanding and distracting. It uses a series of in-depth interviews to address the research question: How do young people perceive and feel about their relationship with their mobile phones, and to what extent do they believe they control their mobile phone use? The theoretical framework of media dependence theory guides this project's approach, incorporating considerations of how society plays a role in relationships with media technology. It also presents key aspects of why users feel a desire to escape their mobile phones while examining the factors that make it difficult for individuals to do without their mobile phones. As a theory at the social level, media dependence theory helps examine the role of the mobile phone in society as a whole and how individuals' relationships with their phones affect their broader social world.

**13. A study by Abbas, Mustafa bin Ahmed, (2023),** entitled: The dependence of the Al-Ikhbariya channel's audience on receiving its news content via social media. The study aimed to know the extent to which the Al-Ekhbariya channel audience relies on receiving its news content via social media, and to identify the degree to which the respondents follow the news content of the Al-Ekhbariya channel via social media sites and to identify the degree to which the respondents follow the news content of the Al-Ekhbariya channel via social media sites. The researcher used the questionnaire tool to collect information from the study sample, which consisted of 120 individuals from the residents of Medina. The most prominent results reached by the researcher: - The results of the study confirmed that there is a statistically significant correlation at the level of (0.05) between the degree to which the respondents follow the news content of the Al-Ekhbariya channel and the technical methods that are relied upon via social media sites, with regard to the technical methods that the Al-Ekhbariya channel relies upon, based on social media channels, in presenting news content to the study sample. The results showed that the tweeting method was ranked first with a percentage of (76.3)%, and the image method of the event was ranked second with a percentage of (74.7)%. The results of the study revealed that there is a statistically significant correlation at the level of (0.05) between the most popular social media channels. The preference, motivations, and reasons for the interest of the study's respondents in receiving news content from Al-Ikhbariya channel were investigated. The study results confirmed that there were statistically significant differences between the respondents' responses regarding the degree to which they followed news content on social media, according to the gender variable.

**14. Al-Aboud, Shamael bint Yousef Muhammad, (2023),** entitled: The Saudi Public's Reliance on Mobile Applications as a Source of News: The Nabd Application as a Model: A Field Study.

This study aims to know the extent of the Saudi public's reliance on the Nabd application as a source of news, in addition to monitoring the degree of their following of the application's



specialized news content, along with identifying their level of satisfaction with the services provided and the motives for their use of mobile phone applications in general. The study belonged to descriptive studies, and its methodology relied on a survey with its field component as the most appropriate methodology for the purposes of the study, as it was conducted on a deliberate sample of Nabd application users throughout the Kingdom of Saudi Arabia, amounting to (500) individuals in the age group from 15 to 45 and above. The study concluded with several results, the most important of which is that 43% of the study sample browse the Nabd application based on downloading it via mobile phone. The magazine (Health) also came at the forefront of the news content that the public prefers to follow through the application, and revealed the most important reasons for the respondents' preference to follow the news through (Nabd), as "speed of news transmission" came in first place with a percentage of 32%, indicating in its results that the "selection of sources" service is at the forefront of the preferred services for the study sample with an arithmetic average of (4.22%). The study confirmed that nearly half of the sample indicated that their daily usage of the Nabd app was (less than an hour), at a rate of 52.0%. It also demonstrated that their usage rate of the app increased in the event of emergency events, with an arithmetic mean of (2.47). The study recommended the need to raise the level of awareness among the public regarding obtaining news from reliable and licensed sources and not completely accepting what is broadcast in them. It stressed the importance of media institutions keeping pace with this technical movement and working to increase the elements of richness and interactivity in mobile phone applications.

15. Al-Qahs study, Khaled Al-Humaidi, (2022), ( ) entitled: Reliance on the media during terrorist attacks: A case study on the Imam Al-Sadiq Mosque bombing incident - Kuwait. This study aims to identify the reliance of the Kuwaiti public on the media during terrorist attacks (Imam Al-Sadiq Mosque bombing in 2015). The study sample consisted of (1870) Kuwaiti individuals: 531 males, 28.4%, and 1339 females, 71.6%, with an average age of 27.8 years ( $p = 10.35$ ). Data were collected based on an electronic questionnaire designed for this purpose. The descriptive analytical approach was used, and frequencies and percentages were extracted to describe the sample individuals. The arithmetic mean and standard deviation tests, the (t) test, the (F) test, the Pearson correlation coefficient test, and the multiple regression coefficient tests were used. The results of the study revealed the intensity of the daily use of modern media by the respondents at the expense of traditional media, and as it became clear WhatsApp is the only communication tool that came first in the daily usage intensity scale, the news following scale, the media dependence scale, and the D scale. Motives for Reliance: The study found that males and older age groups were more likely to use, follow details of the bombing incident, and rely more on traditional media. Meanwhile, females and younger age groups were more likely to use, follow details of the bombing incident, and rely more on modern media. The goal and motivations for guidance came first, followed by the goal and motivations for understanding, and finally, the goal and motivations for entertainment. Affective influences came first, followed by cognitive influences, and finally, behavioral influences. The study also revealed a positive relationship between the intensity of daily use and the study's measures. The study's results generally demonstrated the importance of modern media during terrorist attacks, due to their ease of use, speed, and widespread use of news and information, compared to traditional media.

### **Notes on Previous Studies:**

**Through reviewing previous studies, the researcher noted the following:**

1. The scarcity of studies that monitor the relationship between a brand's visual identity and perception, within the researcher's knowledge.

2. Most previous studies are descriptive and relied on the survey approach, both analytical and analytical, to address the research problem and achieve its objectives. Content was analyzed in terms of form. A group of studies relied on the field survey approach, which was used to study audiences and users, or addressed them directly or indirectly in the study literature.
3. By reviewing previous studies, it becomes clear that the current study shares with previous studies the fact that it is a descriptive study, relying on the survey approach and field survey method.
4. In terms of form, the current study is unique in its study of visual identity.

### **Research Problem**

Researchers have become increasingly interested in the websites of multinational companies in recent years, due to the widespread use of these sites among individuals to obtain content. This proliferation has encouraged many individuals to provide various types of useful content that influences the interest and admiration of others.

Multinational companies' websites are among the most important e-marketing tools that contribute to quickly reaching customers. This has prompted many international and local companies to rely on them as an attractive and promising market. In addition to the marketing opportunities they offer, they enable companies to strengthen their connection and relationship with current or potential customers and improve the brand image. The media also provides the opportunity for companies to create their own content and their brand. It also allows for the establishment of friendly and interactive relationships with customers, thus enhancing awareness and loyalty to those advertised brands, and providing positive recommendations about them to other customers, which in turn contributes to creating a positive purchase intention among customers. The problem of the study is to answer the main question: What is the visual identity of brands and its reflection on the visual perception of the Saudi public? □ Importance of the Study

1. A trademark represents a concise verbal or formal expression of a consumer's experience with a company and its products. It is everything that distinguishes a particular product, whether a good or service, from others. It takes on a distinctive form through words, letters, numbers, drawings, symbols, embossed engravings, or a set of colors that take on a distinctive shape. A trademark is a means of guaranteeing both the product and the consumer. It also builds trust in certain products when they bear a reliable mark. Due to the increasing intensity of competition and companies' fear of imitation of their products, which incurs significant losses, companies have been forced to create marks that they place on their products to promote them and distinguish them from other products. This helps consumers make purchase decisions without hesitation, given their trust in these trademarks, which ensures that products are not confused. Companies have now become able to promote and distribute their products worldwide. 2) This study is both novel and relatively important. It is one of the research efforts that attempt to uncover the role of social media applications in improving the brand reputation of automotive companies in the Eastern Province. The researcher hopes that this study will contribute to adding new scientific material to researchers interested in this field and enriching the researcher's knowledge.

2. It is expected that the current study will contribute to providing managers and officials in all departments and divisions of the companies under study in the Kingdom with information about the role of marketing in improving brand reputation. The results of this study will

contribute to achieving the desired qualitative shift in this sector and the resulting positive and positive brand reputation.

3. Organizations, regardless of their type, strive to reach their customers through a variety of means, but what matters is reaching them in a way that ensures their distinction from other companies. Methods have varied and varied, ranging from traditional to modern. Perhaps the most prominent modern means are the websites of multinational companies, as they are an effective means of establishing the organization's image and brands in the market with the aim of strengthening the product's position in the consumer's mind. 5) The importance of this study stems from its examination of a modern marketing model and its role in building a brand's visual identity. Therefore, the study's variables are important topics in the field of integrated marketing communications.

4. 6) This study seeks to expand understanding of brands, providing a window and insight for marketing and brand managers into understanding the perceptions of car owners. This helps them highlight the desired dimensions and characteristics of a brand's personality and the extent of its impact on purchase intent, both when establishing and extending it, and when developing advertising strategies.

5. 7) To create a visual identity based on activating visual identity design standards on multinational corporate websites.

### **Study Objectives**

In light of defining the study's problem, a set of objectives emerged, which can be summarized in the following points:

To identify the pattern of exposure to multinational corporate websites.

To identify the extent of following the automotive brand through multinational corporate websites.

To identify the motivations for following the automotive brand through multinational corporate websites.

To identify the perceived quality of the automotive brand's identity across multinational corporate websites.

To investigate methods for establishing automotive brand reputation across multinational corporate websites.

To investigate the extent to which multinational corporate websites contribute to promoting automotive brands.

To determine the extent to which the study sample trusts multinational corporate websites in promoting automotive brands.

To identify responses to the brand's visual identity across multinational corporate websites.

To identify the various effects (cognitive, affective, and behavioral) of multinational corporate websites on the visual identity of automotive brands.

### **Research Questions**

What is the pattern of exposure to multinational corporate websites?

What is the extent of following the automotive brand through multinational corporate websites?

What are the motivations for following the automotive brand through multinational corporate websites?

What is the perceived quality of the automotive brand across multinational corporate websites?

What are the methods for establishing automotive brand reputation across multinational corporate websites?

To what extent do multinational corporate websites contribute to promoting the automotive brand?

How much trust does the study sample have in multinational corporate websites for promoting the automotive brand?

What are the responses to the automotive brand across multinational corporate websites?

What are the different effects (cognitive, affective, and behavioral) of multinational corporate websites on the brand reputation of automotive companies?

### **Study Hypotheses**

1. **Hypothesis 1:** There is a statistically significant correlation between the extent of exposure to the websites of multinational automotive companies and the extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand.

2. **Hypothesis 2:** There is a statistically significant correlation between the extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand and the extent to which the study sample trusts the visual identity of multinational automotive companies' websites in promoting the automotive brand.

3. **Hypothesis 3:** There is a statistically significant correlation between the topics raised through the visual identity components exposed to the websites of multinational automotive companies and the change in the level of exposure to the visual identity components exposed to the websites of multinational automotive companies.

4. **Hypothesis 4:** There is a statistically significant correlation between the expectations of the visual identity components exposed to the websites of multinational automotive companies in the future and the intention to purchase and the most important types of visual identity component layouts exposed to the websites of multinational automotive companies. Hypothesis Five: There is a statistically significant correlation between the visual identity components encountered on the websites of multinational automotive companies and the factors required for the visual identity encountered on the websites of multinational automotive companies.

### **Procedural Concepts of the Study**

**Visual identity, theoretically:** It is a visual system consisting of a set of visual elements, including logos, graphics, typography, or color. These elements are employed to define and distinguish the character and objectives of an organization from others, and to consolidate these elements in the organization's various communication activities. (Abdulaziz, Abdo Qanawi Ahmed, 2018, pp. 303-342)

**Procedurally:** It is called the corporate image and is linked to the organization's function, mission, and vision. Visual identity design is based on the visual tools and components used within the company, usually grouped within a set of organizational manuals or directives. A company's visual identity consists of several visual tools. Trademark: A distinctive sign or indicator used by an individual, business organization, or other legal entity to indicate that the products or services offered to consumers, on which the trademark appears, originate from a single source and to distinguish their products or services from those of others.

**Cars:** Motor vehicles consisting of a set of mechanical parts that work in concert to move the vehicle. They are a very important means of transportation in our current era. Cars are divided into several categories: small private cars owned by people to commute to work or travel with their families; large buses used to transport passengers; and trucks used to transport goods.

## **Type and Method of the Study**

### **Type of Study**

This study falls under the category of descriptive research, which focuses on describing phenomena and identifying their elements and components by collecting, analyzing, and interpreting analytical information and data to provide an accurate and objective picture of the phenomenon under investigation, making the study descriptive.

### **Study Method**

The researcher used the media survey method. Considering it the most appropriate approach to the nature of the study, and achieving its objectives in terms of the precise monitoring of all its dimensions, extrapolation of data and literature, and their analysis to arrive at a deep understanding of the study. This is represented in our study, based on the visual identity of multinational companies' websites and its impact on visual perception, especially for one of the most important of these companies (cars). To design a survey list covering the study variables, in order to collect primary data, test and analyze the study data, and arrive at results that determine the nature of the relationship between the variables under study, to answer the study's hypotheses and serve the study's objectives. This approach is one of the most appropriate and widely used approaches in the study of human and social phenomena. In this context, the study relied on the "Survey Method," as it is an organized scientific effort to obtain data, information, and descriptions of the phenomenon or group of phenomena under study (Hussein, Samir, 1995, p. 133). It is one of the most prominent approaches used in the field of media studies, as it does not limit the use of a single method in the data collection process; Rather, it resorts to using various methods such as surveys, in-depth interviews, standardized observation, and other methods of collecting data and information. The "Survey Method" is considered a standard model for the steps of collecting data from human items specifically and not others for purposes related to the sum of these items, or some of this sum based on dealing with the entire community or selected samples from it (Abdul Hamid, Muhammad. 2000, p. 158).

### **Data Collection Tool**

To collect field study data from primary sources, the researcher relied on a questionnaire prepared specifically for this purpose, based on the criteria included in previous scientific research and studies. This questionnaire included a set of closed questions to measure the study variables, as determined by the respondent, using a five-point Likert scale, with levels ranging from "completely agree" (five points) to "completely disagree" (one point). The questionnaire

for the current study is divided into two main sections. The first section includes three questions about any visual identity, while the second section includes questions specific to the study variables.

### **Questionnaire:**

As for the data collection method, the researcher relied on the questionnaire method.

The study relies primarily on the questionnaire tool. The questionnaire is one of the methods used to collect primary or basic data directly from the selected study sample, or from all members of the research community. It directs a set of specific questions with the aim of identifying specific facts or the respondents' perspectives, attitudes, and the factors influencing or motivating them to adopt certain behavioral actions.

The researcher prepared a questionnaire for a study applied to car owners from the Saudi public. The study questionnaire consists of two sections, as follows:

Section One: Personal Information, consisting of (4) paragraphs.

Section Two: Consists of three axes, as follows:

Axis One: (Pattern of Exposure to Multinational Companies' Websites)

Axis Two: Visual Identity

Axis Three: Visual Perception

Axis Four: Media Dependence Theory

This questionnaire is also calculated based on the validity and reliability of the instrument. For validity, both inter-rater validity and internal consistency validity are used to determine the extent to which the scale meets a certain level of validity. For reliability, Cronbach's alpha coefficient is used to calculate the reliability of the instrument.

### **Study Population**

This is the group of individuals the researcher aims to study. It serves as the target population that the researcher aims to study and generalize the study results to all its individuals. However, it is difficult to access. Therefore, the focus is on the accessible population, which can be accessed and from which the sample can be selected (Abdul Hamid, Muhammad, 2000, p. 158). Therefore, a survey was conducted on the population of car owners of multinational companies in the Kingdom of Saudi Arabia. The study population is limited to the Kingdom of Saudi Arabia. The study population consisted of car owners of multinational companies in the Kingdom of Saudi Arabia. This was done based on the ease of data collection. The sampling unit targeted by the study consisted of car owners who deal with the websites of multinational companies.

### **Study Sample**

This study, as mentioned, will be applied to a sample of car owners who have dealings with multinational companies' websites and have been exposed to eleven car brands listed in the following table (1). More specifically, they were chosen because they are more familiar and aware of the car brand's personality, as confirmed by the results of the exploratory study conducted by the researcher. 400 items were selected because the study seeks to understand the

use of visual identity and its impact on visual perception through a field study of the audience of multinational car companies' websites.

### Exploratory Study:

The researcher conducted a survey to obtain specific evidence and determine the sample. The study was limited to selecting 11 car brands, as the exploratory study indicated they are the most popular and widely acquired brands in the Saudi car market. These are:

The most popular brands in the Saudi car market					
( )	Nissan	( )	GMC	( )	Toyota
( )	kia	( )	Hyundai	( )	Chevrolet
( )	Volkswagen	( )	Mazda	( )	Honda
( )	Changan	( )	Ford	( )	Lexus

Table (1) Shows the Most Widely Acquired Brands in the Saudi Car Market

### Study Variables:

1. Independent variable: Brand visual identity.
2. Intermediate variables: Social status, economic status, gender (male - female), housing type (ownership - rental).
3. Dependent variable: Visual perception among the Saudi public.

### Study Limits:

Every scientific study has limitations that require further studies, which may be conducted by the researcher himself or by other researchers. The limits of this study are defined as follows:

1. Temporal scope: The study will be implemented in 2025.
2. Human scope: The results of this study are drawn from a sample of car owners who have dealings with the websites of multinational car companies and have been exposed to eleven car brands.
3. Study Spatial Limits: Therefore; the study adopted a media survey approach, within which a survey was conducted of car owners who deal with multinational companies' websites and were exposed to eleven car brands. The questionnaire will be distributed to a random sample of the Saudi public at points of sale on multinational companies' car websites. This is because distributing the questionnaire online provides a greater opportunity to gather diverse information, making it easier and faster to reach the various members of the study sample. The results of this study apply to the time period during which the study will be implemented, following the completion of the theoretical preparation for the study.

The subject of the study, as mentioned, is primarily confined to the Kingdom of Saudi Arabia. Since the study seeks to employ visual identity and its impact on visual perception, the study's location here, as is clear, is Saudi Arabia, where the problems facing Saudi society will be addressed.

### Theoretical Framework of the Study:

## Media System Dependency Theory (MSD)

### Section One: The Concept and Origins of the Theory:

The concept of media dependency theory relies on the extent of the behavioral, cognitive, and emotional influence that media has on individuals. The more intensive and distinct the transmission of information, the greater the dependence on the media. Stability factors and the issues raised increase the likelihood of increased dependence on the media. The relationship here is a three-way relationship of influence between the three parties involved: the public, the media, and society.

Our use of media does not occur in isolation from the influences of the social system within which we live, the media, and the way we use and interact with media is influenced by what we have learned from society in the past, including what we have learned from the media. We are also influenced by what will happen at the moment we engage with the media.

Baker and Whitney define the concept of dependence through:

The frequency of exposure to information in a given medium.

A person's personal appreciation and individual preferences for a particular medium (Abdullah, Mai, 2011, p. 34)

The relationship between the media and the economic system:

The economic system in American society relies on the media to achieve the following goals:

1. Promoting and reinforcing the values of free capitalist enterprise (Youssef, Hanan, 2009, p. 52)
2. Establishing and maintaining the relationship between the producer or seller and the consumer or buyer to inform the consumer about available products and motivate them to purchase or use the service.
3. Controlling and winning internal conflicts, such as those that occur between management and unions or conflicts with external organizations.

### **The media relies on the economic system to achieve the following goals:**

- (a) Profit from advertising revenue.
- (b) Technological development to reduce expenses and compete effectively through the possession of more advanced products.
- (c) Expanding media projects to reach larger audiences and achieve higher returns. This requires access to banking and financing services and dealing with foreign trade (Yehab Sami Latif Muhammad, 2020, p. 3119)

Interdependence between individuals and media systems:

Individuals rely on media to achieve the following goals:

**Understanding:** such as self-knowledge through education and gaining experience, and social understanding through learning and interpreting things about the world or the local community.

**Guidance:** This includes directing action, such as deciding what to buy, how to dress, and how to maintain fitness.



**Entertainment:** This includes isolated entertainment, such as rest, relaxation, and excitement, and social entertainment, such as going to the movies or watching television with the family (Rashid, Saleh al-Din, 2021, p. 1430)

### **Theoretical assumptions:**

The basic assumption of the theory: The media interdependence model links mass media to the social system, as the impact of communication media depends on the nature of the three-way interaction between the social system, the media system, and the public. By understanding and interpreting the nature of this three-way relationship, we can understand the concept, causes, and effects of the public's dependence on mass media. Rokeach and Defleur also hypothesize that the more information is needed and the stronger the motivation to seek it to satisfy this need, the stronger the reliance on the communication medium becomes. Consequently, the greater the opportunity for this medium to influence the cognitive, emotional, and behavioral framework of the audience. They also assert that the more information a communication channel provides to an individual, the more that individual relies on that communication channel. This theory emphasizes that the audience relies on the medium to obtain information about social phenomena related to daily life experiences, to a greater extent than relying on the media to learn about phenomena with which they have no direct experience. Because the social system has become more urban and industrialized, individuals have become more inclined to rely on communication media to achieve their goals, rather than traditional support systems such as family, friends, and neighbors. Dependence theory assumes that media messages can achieve a wide range of cognitive, emotional, and behavioral effects when media systems provide distinct and essential information services. This potential for influence increases significantly when there is a high degree of structural instability in society due to conflict and change. Public dependence on media sources increases during times of conflict and social change. Therefore, it is hypothesized that in societies with developing media systems, public dependence on media information sources increases during times of increased instability or conflict. That is, the intensity of an individual's dependence relationships is positively related to threat perceptions. The media system is considered important to society, and the degree of society's dependence on it increases when it satisfies the public's needs. The degree of dependence on the media system decreases when alternative channels of information are available (Melvin De Fleur and Sandra Rokeach, 1982, p. 225). Individuals who depend on a particular medium are better able to extract information from their exposure to that medium. The greater the degree of dependence, the greater the degree of cognitive effects, the level of attention, and emotional arousal, likes and dislikes of the content presented during exposure. Media dependence results in a number of different cognitive, affective, and behavioral effects, representing varying trends in change in knowledge, feeling, or behavior (Loges, William, 1994, p. 6).

Media dependence theory is based on the triangular relationships between the social system, the media, and the public. However, most research deals solely with the individual-level approach to dependence.

### **Effects of Media Dependence:**

This theory is part of the approach to interdependence between media and societies and their influence. It assumes that individuals rely on media as a primary source of information, and that there are instances where the public's reliance on media increases to meet their cognitive goals. This theory identifies the effects of media dependence as follows (Loges, William, 1994, p. 78):

- Cognitive Effects
- Affective Effects
- Behavioral Effects

The dependence theory has several advantages, including that it is based on several potential effects of media on society or the public, in addition to the presence of a set of variables that cause the phenomenon to occur. We will rely on this theory in how to raise public awareness during crises, especially with regard to health awareness. However, there are several points within this theory, the most important of which is that it suggests that the media is the most powerful source that meets the public's needs, as it dominates society, which is an unrealistic situation in all circumstances (McQuail, Denis & Windhal, Suen, 1993, p. 114-11).

The study of the role of the media and its various forms, both traditional and new, in raising awareness and influencing the attitudes and behaviors of members of society has become the most widely used and focused basis in mass communication research. Much of this research recognizes the effects of reliance on the media (Birch, J., 2009, p. 45).

Health crises are among the important issues that new media must address. People's reliance on the media increases over time, and this reliance is even greater during times of crises and major or serious events. However, in cases of natural disasters, pandemics, and epidemics, people's reliance doubles because people's reliance on the media increases the closer they are to the disaster area.

### **Media Dependence in New Media Contexts:**

The hypotheses of media dependence theory are a suitable reference background for explaining the dependence of the user audience on media. This dependence relationship has two main justifications: the audience's need for information that satisfies their passions and achieves their goals, and the media, in its various forms, is considered an information system employed to meet these needs and achieve these goals according to a functional perspective.

Since the degree of individuals' dependence on certain media or content is due to the ability of these media or content to meet the needs and goals that the user expects to achieve and reach, the need for information within the framework of new media takes on broader dimensions compared to that within traditional media, such that it can encompass both the cognitive aspect and the aspect related to entertainment and amusement, all of which are needs, services, and benefits available through these media in a diverse and varied manner. (Dominique, Wolton, 1999, p. 98)

Reliance on new media to meet all of these needs is increasing exponentially. His need for this information and the degree of its availability in terms of quantity and quality, while benefiting from the privileges and specificities of this new environment, of course. Then, according to the special assumption that the rate of reliance on the media increases with the increase in instability rates within societies, the new media currently knows high rates of reliance as a source of information in light of the chaos and instability that many peoples are experiencing, and the Arab experience marked by the Arab Spring is nothing but practical evidence of this, where the means and applications of the new media had an effective presence in these events as the most prominent and important source of information (the Tunisian, Syrian, Egyptian experiences). Many studies have been completed in this framework, the results of which supported this

proposal, and thus the theory of reliance on the media is still valid for updating and reliance in new media studies as well. Henry Jenkins, 2006, p. 77 ().Benefits of the theory in the study:

The current study relies on the media dependence theory to understand the effects of media messages on shaping the Saudi public's awareness and its ability to shape its ideas about its identity and the interactions of social organizations within the social system. According to this theory, the media is one of the most important sources from which individuals obtain information related to awareness; in fact, the media is the primary source from which individuals obtain information. This theory assumes that the effects of media messages on the public depend on the extent to which individuals rely on the media to achieve their goals. Media systems provide numerous services to transmit information, and the greater the number and intensity of these services, the greater the public's reliance on them, especially during periods of instability and societal change. Given the diversity of audiences in their goals, they also differ in the degree of their reliance on the media to achieve these goals. The dependence theory is based on individuals' heavy reliance on digital media to learn news and information, and also for entertainment, they form opinions. To measure the effects, the theory measures the behavioral and emotional effects resulting from reliance on digital media. The theory reveals the extent to which individuals rely on digital media for information and entertainment. The influence of dependency theory is evident in the interrelationships between audiences and digital media, which focus on meeting the demands and needs of individuals. In conclusion, we see that media dependency theory, which refers to the process of utilizing information exposed to a particular medium to make a decision about a particular topic, is one of the most important theories focused on studying the process of influence. It is distinguished by being an integrated theory, as it includes elements and concepts from sociology, social psychology, and social psychology. The theory was created by researcher Sandra Paul Rokeach and her colleagues in 1974.

### **Cognitive Framework (Visual Identity and Branding)**

Branding is a tool used by many companies to build strong, distinctive, and long-lasting relationships with customers. A brand cannot be viewed simply as a name or abstract form, but rather as a concept that encompasses several dimensions related to the consumer's experience with that product. On the other hand, the use of surprising and unfamiliar marketing methods and interactions is a factor in the success of a product and leaves an impression and impact on the people around it. This is what distinguishes a marketing strategy, which stimulates customers' emotions and prompts them to take photos of the advertisement and post it on their social media accounts, leading to the advertisement reaching a very large number of people.

Brand reputation is the overall collective perception of a brand. It includes how customers, employees, partners, and others think and feel about the brand in every interaction. Brand reputation is influenced by things like the logo, brand voice and tone, social media presence, online reviews, customer service, employee policies, and online experiences. In 2019, corporate reputation reportedly accounted for 35.3% of the total value of the world's 15 largest stock market indexes, representing \$16.77 trillion in shareholder value. This means that brand reputation is not a secondary issue, but rather a fundamental one that must be addressed. Brand reputation directly impacts bottom lines, revenues, as well as customer loyalty and retention. This is why the term "brand reputation analysis" has emerged to determine whether a brand is performing well or poorly in the market, in order to take swift action to address this. Validity and Reliability Tests:

**Validity and reliability tests** were conducted on the questionnaire through the arbitration of the questionnaire by media specialist professors. Amendments were reviewed based on the opinion of the arbitrators.

**Reliability Test:** The researcher conducted a reliability test for the questionnaire using Test Re Test. The pretest was administered to a sample of (20) individuals from the total sample of websites. The test was then re-administered to the same sample two weeks after the pretest. The correlation coefficient between the first and second applications was calculated, and the reliability coefficient reached 0.87, indicating the reliability of the questionnaire.

The researcher conducted a reliability test using the Holsti equation. According to this equation, the reliability coefficient is:

Where  $n$  = the number of cases in which the two coders agree.

$n_1$  = the number of cases coded by the researcher.

$n_2$  = the number of cases provided by the assistant researcher.

Applying the previous equation, the reliability coefficient in this study reached (88), a high value that indicates the validity of the scale to a large extent. Statistical Tests:

To investigate the visual identity of brands and their impact on the visual perception of the Saudi public, a field study of multinational automotive companies was conducted. A set of statistical tests were used: One-way ANOVA to test the differences between the means of the three groups. T-test to compare the means of two groups. Spearman's rank correlation coefficient test. Partial correlation test to study the strength and direction of the correlation between two variables while assessing the influence of a third variable.

The field study addressed the characteristics of the respondents, their exposure to the websites of multinational car companies, the most preferred cars after exposure to the websites of multinational car brands, and their motivations for following the car brand. The quality of the car brand's visual identity on the websites of multinational car companies, the methods of establishing the visual identity to the reputation of the car brand on the websites of multinational companies, the extent to which the visual identity of multinational companies contributes, the degree of trust the study sample has in the visual identity on the websites of multinational companies, the responses achieved towards the car brand, the common content shared by the visual identity of the car brand, the emotional and affective impact of responding as a consumer towards the car brands on the websites of multinational companies, the behavioral impact of responding as a consumer towards the car brands, the visual identity components they are exposed to on the websites of multinational companies, the factors that must be present in the visual identity they are exposed to on the websites of multinational companies, the most preferred templates in the visual identity components they are exposed to on the websites of multinational companies, the topics raised by the visual identity components they are exposed to on the websites of multinational companies, and the level of exposure. The visual identity components exposed to MNC websites, the most important types of visual identity component layouts exposed to MNC websites, expectations for future purchase intentions from MNC websites, the types of visual identity components exposed to MNC websites, the level of exposure to MNC websites, the role of visual identity components exposed to MNC websites in increasing purchase intentions, and the obstacles observed in MNC websites. The visual perception achieved through visual identity components, the visual perception skills achieved

through visual identity components, and the logo design criteria that must be present in the visual identity exposed to MNC websites.

Exposure to multinational automotive companies' websites	t	%	mean	Std. Deviation
always	211	52.8	1.6300	.74126
sometimes	126	31.5		
rarely	63	15.8		
Total	400	100.0		

Table (1) Shows the Extent of Exposure to MNC Websites by the Study Sample

Data from Table (1) indicates the following:

- "Extent of exposure to multinational automotive companies' websites among the study sample respondents." "Always" ranked first, with 52.8% of the respondents' exposure to multinational automotive companies' websites. "Sometimes" ranked second, with 31.5% of the respondents' exposure to multinational automotive companies' websites. "Rarely" ranked second, with 15.8% of the respondents' exposure to multinational automotive companies' websites. This may be because it allows us to gain insight into the strategies of multinational companies, the challenges they face, and their impact, highlighting their role in the global economy and their influence on various industries. Brands are capable of communicating messages across digital platforms, but they may have only limited control over communications within networks, and therefore cannot control the spread of information.

car brands	First place	2nd place	3rd place	4th place	5th place	6th place	7th place	8th place	9th place	10th place	11th place	12th place	place Weighted	Rank
Toyota	148	27	72	9	45	27	18	18	-	18	18	-	9.2775	1
Mercedes	93	36	63	37	45	27	27	22	9	18	18	5	8.5675	2
Chevrolet	57	45	73	45	63	18	36	23	9	9	9	13	8.4225	3
Lexus	75	46	72	27	45	36	18	28	9	9	9	26	8.3400	4
Nissan	93	63	36	-	45	27	36	22	28	36	9	5	8.2175	5
Mazda	75	27	54	36	54	27	45	37	9	27	9	-	8.1800	6
GMC	84	36	45	18	54	55	27	28	-	18	18	17	8.1050	7
Honda	57	45	45	27	82	36	36	18	9	18	18	9	8.0525	8
Kia	75	18	54	27	54	45	46	28	9	9	18	17	7.9000	9
Ford	66	54	27	-	54	27	27	40	27	46	27	5	7.3600	10
Chang'an	66	18	36	9	54	27	27	40	36	27	46	14	6.8625	11
Volkswagen	66	9	45	18	45	18	36	31	36	36	9	51	6.7025	12
Total	400													

Table (2) Shows the Most Preferred Automotive Brands After Exposure to the Multinational Automotive Companies' Websites Used by the Study Sample.

Data from Table (2) indicate the following:

The "most important car brands preferred after exposure to the websites of multinational companies for cars used by the study sample" ranked first. Toyota ranked first with a weighted weight of 9.2775, Mercedes ranked second with a weighted weight of 8.5675, Chevrolet ranked third with a weighted weight of 8.4225, Lexus ranked fourth with a weighted weight of 8.3400, Nissan ranked fifth with a weighted weight of 8.2175, Mazda ranked sixth with a weighted weight of 8.1800, GMC ranked seventh with a weighted weight of 8.1050, Honda ranked eighth with a weighted weight of 8.0525, Honda ranked ninth with a weighted weight of 8.0525, and Kia ranked tenth with a weighted weight of 7.9000, Ford ranked eleventh with a weighted score of 7.3600, Changan ranked twelfth with a weighted score of 7.3600, and Volkswagen ranked thirteenth with a weighted score of 6.7025. This is because Toyota's brand has undergone many changes over the years as the brand has evolved. Throughout its history, the company has diversified its brand image by displaying it as an image combined with the company name within a frame, sometimes as the initial letter of the company name (T), and sometimes as the company name with the company logo next to it. Throughout its history, Toyota's brand has consisted of three oval rings, although they have been changed from time to time. The outer oval ring symbolizes the overall framework within which it operates, the world that embraces Toyota, while the two inner rings, perpendicular to the outer ring, represent both the consumer and the company. This reference to the integration that the brand represents between the consumer and the company in the outside world, in addition to the benefit that the consumer receives through their trust in the brand.



Figure (1) Illustrates the Shape of the Trademarks (Toyota)

Motivations for following automotive brands on multinational companies' websites	t	%	mean	Std. Deviation	Rank
Following car brands enables me to learn about their most prominent characteristics.	324	81.0	.8100	.39279	1
Following car brands enables me to stay up-to-date with the latest brands.	288	72.0	.7200	.44956	2
I enjoy browsing car brand advertisements.	270	67.5	.6750	.46896	3
Many car brands have become familiar to me because of my following.	261	65.3	.6525	.47677	4
While following a car brand, I can connect with other users.	261	65.3	.6525	.47677	5
I feel that advertising for car brands provides valuable services.	243	60.8	.6075	.48892	6
The content of car brand advertisements is interesting.	243	60.8	.6075	.48892	7
It enables me to form a good mental image of the brands (cars).	153	38.3	.3825	.48661	8
It provides valuable information about car brands.	45	11.3	.1125	.31638	9
Total	400				

(3) Table No. Shows the Motives for Following the Car Brand in the Websites of Multinational Companies.

Data from Table (3) indicate the following:

"Motives for following car brands on multinational companies' websites." The cognitive motivation "Following car brands enables me to recognize their most prominent characteristics" ranked first with 81.0%. "Following car brands enables me to stay up-to-date with the latest brands" ranked second with 72.0%. "I enjoy browsing car brand advertisements" ranked third with 67.5%. "Many car brands have become familiar to me because I follow them" ranked fourth with 65.3%. "While following the car brand, I can communicate with other users" ranked fifth with 65.3%. "I feel that car brand advertising provides valuable services" ranked sixth with 60.8%. "The content of car brand advertisements is interesting" ranked seventh with 60.8%. "It enables me to form a good mental image of the brand" ranked eighth. "Brands (cars)" accounted for 38.3% of the total, while "Providing valuable information about car brands" ranked ninth, accounting for 11.3%. Through the differences in the brands of multinational companies, we note that changes in brand images were driven by political, cultural, or social reasons. For example, Toyota chose, for a period of time, the colors of the Japanese flag as its brand logo,



and wrote the word "Japanese" on it, expressing pride in the country.

**Figure (2) illustrates the shape of car brands.**



The Quality of the Visual Identity of Car Brands on Multinational Automotive Companies' Websites	Totally agree		agree		neutral		Disagree		Totally disagree		mean	Std. Deviation	Rank
	t	%	t	%	t	%	t	%	t	%			
Brand advertisements on multinational automotive companies' websites enable me to form an image	127	31.8	72	18.0	147	36.8	36	9.0	18	4.5	2.3650	1.14895	1



of the type of product that bears those brands.														
Brand advertisements on multinational automotive companies' websites enable me to form an image of the quality of the service that bears those brands.	91	22.8	165	41.3	81	20.3	54	13.5	9	2.3	2.3125	1.03805	2	
Brand advertisements on multinational automotive companies' websites enable me to form an image of the quality of those brands.	220	55.0	81	20.3	36	9.0	27	6.8	36	9.0	1.9450	1.31197	3	
Total	400													

Table No. (4) Shows the Quality of the Visual Identity of the Car Brand on the Websites of Multinational Car Companies.

Data from Table (4) indicate the following:

"The quality of the visual identity of car brands on the websites of multinational car companies" ranked first, with "Car brand advertisements in the Eastern Province via social media enable me to form an understanding of the type of product that bears those brands", with an arithmetic mean of 2.3650. "Car brand advertisements in the Eastern Province via social media enable me to form an understanding of the quality of the service that bears those brands" ranked second, with an arithmetic mean of 2.3125. "Car brand advertisements in the Eastern Province via social media enable me to form an understanding of the quality of those brands" ranked third, with an arithmetic mean of 1.9450. This is due to the fact that brand design was not primarily of an advertising and promotional nature for some multinational companies. Not only that, but sometimes it was also used to support the home country hosting the company's headquarters in any field by hinting at the use of colors or a specific symbol for the country, such as the use of the Japanese flag in the Toyota branding for a period.

Methods for Establishing a Visual Identity for Automotive Brands on Multinational Companies' Websites	Totally agree		Agree		Neutral		Disagree		Totally disagree		mean	Std. Deviation	RANK
	T	%	T	%	T	%	T	%	T	%			
I respect people who prefer the brand and its presence on multinational companies' websites.	91	22.8	82	20.5	72	18.0	36	9.0	119	29.8	3.0250	1.54931	1
I feel that the brand's products and its presence on multinational companies' websites can be trusted.	82	20.5	81	20.3	55	13.8	164	41.0	18	4.5	2.8875	1.26643	2
The brand and its presence on multinational companies' websites provide enjoyable advertising.	73	18.3	91	22.8	164	41.0	54	13.5	18	4.5	2.6325	1.06785	3
The brand and its presence on multinational companies' websites are ideal for the whole family.	64	16.0	173	43.3	73	18.3	81	20.3	9	2.3	2.4950	1.05487	4
The brand and its presence on multinational companies' websites are	165	41.3	82	20.5	63	15.8	54	13.5	36	9.0	2.2850	1.35771	5

ideal for the whole family.													
Total	400												

Table No. (5) Illustrates Methods for Establishing the Visual Identity of the Automobile Brand's Reputation on the Websites of Multinational Companies.

**Data from Table (5) indicate the following:**

"Methods of establishing the visual identity of the automotive brand's reputation on multinational companies' websites" ranked first, with "I respect people who prefer the brand on multinational companies' websites" ranking first, with arithmetic mean of 2.3650. "I feel that the brand's products on multinational companies' websites can be trusted" ranked second, with an arithmetic mean of 2.3125. "The brand on multinational companies' websites provides enjoyable advertising" ranked third, with an arithmetic mean of 1.9450. "The brand on multinational companies' websites is ideal for the whole family" ranked fourth, with an arithmetic mean of 2.8875. "The brand on multinational companies' websites is ideal for the whole family" ranked fifth, with an arithmetic mean of 2.8875. This is due to the fact that examining the brand images of the companies in the study sample revealed a significant difference between companies in the retention period. With its trademarks, the three-pointed star has remained in the Mercedes branding since 1916. Ford, on the other hand, has maintained the oval shape with the company name inside it since 1917. The changes have been limited to the font style and color scheme. Toyota's branding has undergone numerous changes throughout its history, not maintaining a specific shape until 1969, when the name was written in bold, followed by the addition of the three rings.

Std. Deviation	mean	%	T	The extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand
.72200	1.4950	64.0	256	Highly Contributing
		22.5	90	Moderately Contributing
		13.5	54	Weakly Contributing
		100.0	400	Total

Table (6) Illustrates the Extent to Which the Visual Identity of Multinational Automotive Companies' Websites Contributed to Brand Promotion Among the Study Sample.

**Data from Table (6) indicates the following:**

"The extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand among the study sample's respondents." The study sample ranked first with "high contribution" at 64.0%, followed by "moderate contribution" at 22.5%, and third with "weak contribution" at 13.5%. This is due to the fact that multinational operations allow the company to adapt its vehicles to local markets while maintaining its global brand identity. The company strategically locates its manufacturing facilities in different countries, benefiting from cost efficiency and proximity to target markets. It also invests in global research and development and collaborates with its partners to drive progress in the field of electric vehicles, autonomous driving, and sustainable mobility solutions.

Std. Deviation	mean	%	ك	The study sample's confidence in the visual identity of multinational automotive companies' websites in promoting automotive brands.
.95308	2.0375	36.8	147	Highly confident
		29.5	118	Moderately confident
		27.0	108	Weakly confident
		6.8	27	No confidence at all
		100.0	400	Total

Table (7) Illustrates the Study Sample's Confidence in the Visual Identity of Multinational Automotive Companies' Websites in Promoting the Automotive Brand.

Data from Table No. (7) indicates the following:

"The extent of the study sample's confidence in the visual identity of multinational automotive companies' websites in promoting the automotive brand." "Highly confident" ranked first with 36.8%, "Moderately confident" ranked second with 29.5%, "Weakly confident" ranked third with 27.0%, and "Not at all confident" ranked fourth with 6.8%. This is due to the fact that multinational companies play a significant role in today's globalized economy. Thanks to their global reach, diverse workforces, extensive capital resources, and complex organizational structures, these companies shape international trade, investment, and business operations. While they bring benefits such as economic growth, job creation, and technological advancement, there are also concerns about exploitation, inequality, and the impact on local businesses.

Responses to the automotive brand on multinational companies' websites	Totally agree		Agree		Neutral		Disagree		Totally disagree		mean	Std. Deviation	RANK
	T	%	T	%	T	%	T	%	T	%			
The brands on multinational companies' websites give me a sense of security.	82	20.5	99	24.8	36	9.0	120	30.0	63	15.8	2.9575	1.41446	1
The brands on multinational companies' websites give me a sense of	109	27.3	72	18.0	54	13.5	63	15.8	102	25.5	2.9425	1.56535	2

social approval.														
The brands on multinational companies' websites are distinct from other brands advertised on traditional media.	100	25.0	72	18.0	129	32.3	63	15.8	36	9.0	2.6575	1.25863	3	
The prices of the automotive brand's products on multinational companies' websites are distinct from other brands advertised on traditional media.	64	16.0	156	39.0	126	31.5	36	9.0	18	4.5	2.4700	1.01077	4	
The automotive brands on multinational companies' websites meet my needs.	211	52.8	63	15.8	54	13.5	27	6.8	45	11.3	2.0800	1.39408	5	
Total	400													

Table No. (8) Illustrates the Responses to the Automotive Brand on Multinational Companies' Websites.

Data from Table (8) indicate the following:

"Responses toward car brands on multinational companies' websites" ranked first, with "Brands on multinational companies' websites give me a sense of security", with an arithmetic mean of 2.9575. "Brands on multinational companies' websites give me a sense of social approval" ranked second, with an arithmetic mean of 2.9425. "Brands on multinational companies' websites are considered distinct from other brands advertised on traditional media" ranked third, with an arithmetic mean of 2.6575. "Prices of car brands on multinational companies' websites are considered distinct from other brands advertised on traditional media" ranked fourth, with an arithmetic mean of 2.4700. "Brands on multinational companies' websites meet my needs" ranked fifth, with an arithmetic mean of 2.0800. This is due to the fact that multinational companies are often at the forefront of companies. A leader in technological advancement, they

invest heavily in research and development, leading innovation and technological advancement across various sectors. By transferring knowledge, technology, and best practices, multinational corporations can enhance the capabilities of local companies and industries. This technology transfer can lead to improvements in productivity, efficiency, and competitiveness, benefiting both the host country and the multinational corporation.

The trending content shared by the automotive brand's visual identity on multinational corporate websites	Totally agree		Agree		Neutral		Disagree		Totally disagree		mean	Std. Deviation	RANK
	T	%	T	%	T	%	T	%	T	%			
The trending content shared by the automotive brand on multinational corporate websites helps build and gain customer loyalty and trust and attract potential customers in terms of data and information knowledge.	82	20.5	81	20.3	91	22.8	92	23.0	54	13.5	2.8875	1.33578	1
The trending content shared by the automotive brand on multinational corporate websites builds a positive cognitive	91	22.8	99	24.8	73	18.3	82	20.5	55	13.8	2.7775	1.36662	2

relationship with its audience.														
The trending content shared by the automotive brand on multinational corporate websites provides more detailed knowledge about the automotive brand.	91	22.8	100	25.0	136	34.0	55	13.8	18	4.5	2.5225	1.11921	3	
The trending content shared by the automotive brand on multinational corporate websites increases the number of customers and followers in detail.	91	22.8	136	34.0	91	22.8	64	16.0	18	4.5	2.4550	1.13851	4	
The trending content shared by the brand on multinational corporate websites increases audience awareness of the automotive brand.	165	41.3	99	24.8	37	9.3	36	9.0	63	15.8	2.3325	1.47560	5	
Total	N=400													

Table (9) Illustrates the Common Content Shared by the Automotive Brand's Visual Identity on Multinational Corporation Websites.

Data from Table (9) indicate the following:

"The circulating content shared by the automotive brand's visual identity on multinational companies' websites" ranked first. "The circulating content shared by the automotive brand on multinational companies' websites helps build and gain customer loyalty and trust and attract potential customers in terms of data and information knowledge" with an arithmetic mean of 2.8875. "The circulating content shared by the automotive brand on multinational companies' websites builds a positive cognitive relationship with its audience" ranked second with an arithmetic mean of 2.7775. "The circulating content shared by the automotive brand on multinational companies' websites provides more cognitive details about the automotive brand" ranked third with an arithmetic mean of 2.5225. "The circulating content shared by the automotive brand on multinational companies' websites provides more cognitive details about the automotive brand" ranked fourth. With an average score of 2.4550, the fifth place was occupied by "Content shared by the brand on the websites of multinational automotive companies increases the audience's awareness of the automotive brand" with an average score of 2.3325. This is due to the fact that the brand represents an indispensable pillar in the field of visual communication, to the point that it has become a symbol of the qualities and characteristics of the products due to its longevity and its ability to transmit knowledge, information and ideas throughout the ages. Multinational corporations (MNCs) are companies or branches established in one or more countries and controlled and managed by parent companies within a single economic entity for cross-border business activities. Since 1860, as a result of the Industrial Revolution, these companies have spread and achieved unprecedented development over the past century. With the policy of economic openness, an increasing number of products have entered Arab markets. However, all of these products may face a common problem: how to translate their brand visually and linguistically correctly.

Translating a brand is not as easy as ordinary people imagine. A brand has its own culture, which is a product of language, politics, culture, customs, and consumer psychology, in line with local laws and cultures. Practices have shown that translating brands is vital for survival and prosperity in Arab markets, as it was in previous markets. It is essential to understand the social and cultural characteristics of those countries, including consumer mentality, knowledge levels, regulations, and laws.

The Affective and Emotional Impact of Consumer Responses to Automotive Brands on Multinational Companies' Websites	Totally agree		Agree		Neutral		Disagree		Totally disagree		mean	Std. Deviation	RANK
	T	%	T	%	T	%	T	%	T	%			



I am strongly attached to automotive brand pages on multinational automotive companies' websites.	127	31.8	72	18.0	45	11.3	46	11.5	110	27.5	2.8500	1.62761	1
I feel happy interacting with automotive brand pages on multinational automotive companies' websites.	73	18.3	108	27.0	72	18.0	129	32.3	18	4.5	2.7775	1.20691	2
I prefer to follow automotive multinational companies' websites that most closely match my personality.	82	20.5	72	18.0	191	47.8	37	9.3	18	4.5	2.5925	1.05319	3
I prefer to follow automotive multinational companies' websites that are related to the same brand (cars).	82	20.5	182	45.5	45	11.3	73	18.3	18	4.5	2.4075	1.13564	4
I feel emotionally drawn to the cars on the automotive multinational companies' websites that promote them.	174	43.5	81	20.3	45	11.3	46	11.5	54	13.5	2.3125	1.45951	5

Total	N=400
-------	-------

Table (10): Illustrates the Emotional and Affective Impact of Consumer Responses to Car Brands on MNC Websites.

Data from Table (10) indicate the following:

"The emotional and affective impact of consumer responses to automotive brands on multinational companies' websites." "I am strongly attached to automotive brand pages on multinational companies' websites" ranked first, with an arithmetic mean of 2.8500. "I feel happy interacting with automotive brand pages on multinational companies' websites" ranked second, with an arithmetic mean of 2.7775. "I prefer following the websites of multinational companies' automotive companies, which greatly match my personality" ranked third. With an arithmetic mean of 2.5925, the fourth place was occupied by "I prefer to follow the websites of multinational car companies that belong to the same brand (cars)" with an arithmetic mean of 2.4075, and the fifth place was occupied by "I feel emotionally attracted to the cars on the websites of multinational car companies that promote them" with an arithmetic mean of 2.3125. This is due to it being the iconic form of the Pepsi brand, as one of the most famous brands, and recognizing the iconic connotations in all stages of its development. Table No. (11) illustrates the behavioral impact of responding as a consumer to car brands on the websites of multinational companies.

Behavioral Impact of Consumer Responses to Automotive Brands on Multinational Corporation Websites	Totally agree		Agree		Neutral		Disagree		Totally disagree		mean	Std. Deviation	RANK
	T	%	T	%	T	%	T	%	T	%			
The automotive brand pages on multinational corporation websites empower me to make a purchase decision based on the information they provide about the desired products.	91	22.8	99	24.8	82	20.5	46	11.5	82	20.5	2.8225	1.43741	1

I am likely to purchase products promoted by automotive brands on multinational corporation websites in the future.	91	22.8	90	22.5	82	20.5	101	25.3	36	9.0	2.7525	1.30018	2
I am interested in purchasing the product or service promoted by automotive brands on multinational corporation websites.	64	16.0	109	27.3	164	41.0	45	11.3	18	4.5	2.6100	1.02739	3
I am likely to visit or use the product pages of automotive brands on multinational corporation websites.	56	14.0	164	41.0	99	24.8	63	15.8	18	4.5	2.5575	1.05569	4
I am likely to purchase products promoted by automotive brands on multinational corporation websites.	175	43.8	90	22.5	54	13.5	27	6.8	54	13.5	2.2375	1.41637	5
Total	N=400												

Data from Table (11) indicate the following:

"The behavioral impact of consumer responses to automotive brands on multinational companies' websites." Ranked first was "The automotive brands' pages on multinational companies' websites empower me to make a purchasing decision based on the information they provide about the desired products." With an arithmetic mean of 2.8225, "I am likely to purchase products promoted by automotive brands on multinational companies' websites in the future."

Ranked second with an arithmetic mean of 2.7525, "I am interested in purchasing the product or service promoted by automotive brands on multinational companies' websites" ranked third with an arithmetic mean of 2.6100, and "I am likely to visit or use the products promoted by automotive brands on multinational companies' websites." Ranked fourth. With an arithmetic mean of 2.5575, the fifth-ranked question was "I am more likely to purchase products promoted by automotive brands on the websites of automotive multinational companies," with an arithmetic mean of 2.2375. This is due to the importance of understanding the role of aspirations in shaping consumer behavior, given the significant role aspirations play in social psychology. Luxury marketing agencies recognize the importance of intrinsic and extrinsic aspirations and take them into account when designing marketing campaigns. This research explores the concept of the ethical, material, and functional value of luxury brands for consumers, and the intrinsic and extrinsic aspirations that drive consumer brand preferences.

Visual identity components that are exposed in the websites of multinational automotive companies	t	%	mean	Std. Deviation
All of the above	81	20.3	6.4550	3.43328
graphic design	55	13.8		
Symbols	45	11.3		
the name	37	9.3		
Logo	36	9.0		
Color	28	7.0		
Images	28	7.0		
Background	27	6.8		
Texts	27	6.8		
Icons	18	4.5		
Graphics	18	4.5		
Total	400	100.0		

Table (12): Illustrates the Visual Identity Components Exposed to the Websites of Automotive Multinational Companies by The Study Sample.

Data from Table (12) indicates the following:

- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 13.8%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.

Data from Table (12) indicates the following:	Data from Table (12) indicates the following:	Data from Table (12) indicates the following:	Data from Table (12) indicates the following:	Data from Table (12) indicates the following:
- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity

<p>sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design</p>	<p>sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design</p>	<p>sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design</p>	<p>sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design</p>	<p>sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design</p>
---	---	---	---	---

programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.
Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies."	Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies."	Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.	Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.	Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.
Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh	Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh	Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies."	Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies."	Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies."
Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%,	Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%,	Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%,	Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%,	Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%,

<p>with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to</p>	<p>with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a</p>	<p>"symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a</p>	<p>"symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a</p>	<p>"symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a</p>
--	---	---	---	---



remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes. Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with	remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes. Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with	visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes. Table (13) illustrates the factors that must be present in the visual identity encountered by the study	visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes. Table (13) illustrates the factors that must be present in the visual identity encountered by the study	visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes. Table (13) illustrates the factors that must be present in the visual identity encountered by the study
--	--	---	---	---

72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each	72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each	sample on the websites of multinational companies. Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings"	sample on the websites of multinational companies. Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings"	sample on the websites of multinational companies. Data from Table (12) indicates the following: - "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings"
--	--	---	---	---

<p>component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes. Data from Table (12) indicates the following:</p> <p>- "Visual identity components</p>	<p>component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes. Data from Table (12) indicates the following:</p> <p>- "Visual identity components</p>	<p>ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which</p>	<p>ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which</p>	<p>ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which</p>
--	--	---	---	---

exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own	exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own	image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.
		Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.	Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.	Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.
		Data from Table (12) indicates the following:	Data from Table (12) indicates the following:	Data from Table (12) indicates the following:
		- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic

specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size	specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size	design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise	design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise	design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise
---	---	---	---	---

<p>for subsequent printing on suitable paper, which also comes in various sizes. Data from Table (12) indicates the following:</p> <p>- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth</p>	<p>for subsequent printing on suitable paper, which also comes in various sizes. Data from Table (12) indicates the following:</p> <p>- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons" ranked ninth</p>	<p>dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.</p> <p>Table (13) illustrates the factors that must be present in the visual</p>	<p>dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.</p> <p>Table (13) illustrates the factors that must be present in the visual</p>	<p>dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.</p> <p>Table (13) illustrates the factors that must be present in the visual</p>
--	--	--	--	--

with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it	with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company. Furthermore, it	identity encountered by the study sample on the websites of multinational companies.	identity encountered by the study sample on the websites of multinational companies.	identity encountered by the study sample on the websites of multinational companies.
		Data from Table (12) indicates the following:	Data from Table (12) indicates the following:	Data from Table (12) indicates the following:
		- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons"	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons"	- "Visual identity components exposed to the websites of multinational automotive companies." Visual identity components, "all of the above," ranked first with 20.3%, "graphic design" ranked second with 72.0%, "symbols" ranked third with 11.3%, "name" ranked fourth with 9.3%, "logo" ranked fifth with 9.0%, "color" ranked sixth with 7.0%, "images" ranked seventh with 7.0%, "background" ranked eighth with 6.8%, "texts" ranked eighth with 6.8%, "icons"

<p>facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.</p>	<p>facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.</p>	<p>ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company.</p>	<p>ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company.</p>	<p>ranked ninth with 4.5%, and "drawings" ranked 4.5%. The diversity of visual identity sizes is due to the diversity of components used. Each component of a company's visual identity has its own specific dimensions. All types of printed materials have their own dimensions, which differ from one another. The importance of having precise dimensions for each component of a visual identity lies in the fact that it significantly assists in organizing and structuring the use of these components in designs that a company releases to remind the public of its brand or to market new products launched by the company.</p>
---	---	--	--	--



		Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.	Furthermore, it facilitates the ease with which image processing and design programs can handle visual identity components, enabling them to produce a design of an appropriate size for subsequent printing on suitable paper, which also comes in various sizes.
		Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.	Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.	Table (13) illustrates the factors that must be present in the visual identity encountered by the study sample on the websites of multinational companies.

Table (13) Illustrates the Factors That Must Be Present in the Visual Identity Encountered by the Study Sample on the Websites of Multinational Companies.

Data from Table (13) indicates the following:

- "Factors that must be present in the visual identity encountered on multinational corporate websites." Visual identity components, "all of the above," ranked first with 20.5% of the total. "Consistency" and "sustainability" ranked second with 11.5%. "Consistency" ranked third with 9.0%. "Vision" ranked fourth with 7.0%. "Commitment," "Relevance," "Distinction," and "Meaning" ranked fifth with 6.8%. "Value" and "Flexibility" ranked sixth with 4.5%. "Authenticity" and "Memorability" ranked seventh with 2.3%. The reason for this is that designing a corporate identity is an important element for the success of any organization. It helps enhance identity, distinction, and effectively communicate the organization's message. Visual identity works to achieve rapid brand recognition and enhance its presence in the market. Visual identity is designed in an integrated and coordinated manner to provide a visual experience. Effectively supports the brand's message and values. A company's visual identity is

a mirror that reflects its values and message. Therefore, it is essential that all components of the visual identity work together to form a unified and distinctive identity.

The most preferred templates for visual identity components that you encounter on multinational corporate websites	t	%	mean	Std. Deviation
news	183	45.8	2.1325	1.18256
Reports	90	22.5		
Articles	73	18.3		
Investigations	54	13.5		
Total	400	100.0		

Table (14) Most Preferred Templates of Visual Identity Components on Multinational Companies' Websites by Study Sample

Data from Table No. (14) Indicates the following:

- "The most preferred formats among the visual identity components encountered on multinational companies' websites are "news", with 20.3%, "reports", with 22.5%, "articles", with 18.3%, and "investigations", with 13.5%. This is because the best way to market new journalistic websites is to obtain important, up-to-date news with reliable information, publish it as quickly as possible, and in an attractive and engaging manner that encourages audience interaction.

Topics addressed through visual identity components in multinational automotive companies' websites	t	%	mean	Std. Deviation
Corporate Sales	64	16.0	4.9675	2.77321
After-Sales Services	63	15.8		
Offers	55	13.8		
Used Cars	45	11.3		
Models	45	11.3		
Book a Test Drive	36	9.0		
Find a Dealer	28	7.0		
New Car	27	6.8		
Installment Services	19	4.8		
Branches & Services	18	4.5		
Total	400	100.0		

Table No. (15) Illustrates the Topics Raised Through the Visual Identity Components Encountered on The Websites of Multinational Automotive Companies by the Study Sample.

Data from Table No. (15) Indicates the following:

- "Topics raised through visual identity components on multinational automotive companies' websites." "Corporate sales" ranked first, accounting for 16.0% of the total, followed by "after-sales services", which accounted for 15.8%. "Offers" ranked third, accounting for 13.8%. "Used cars" and "models" ranked fourth, accounting for 9.3%. "Book a test drive" ranked fifth,

accounting for 9.0%. "Find a dealer" ranked sixth, accounting for 7.0%. "New car" ranked seventh, accounting for 7.0%. "Installment services" ranked eighth, accounting for 4.8%. "Branches and services" ranked ninth, accounting for 4.5%. This type of visual identity aims to distinguish the product from competitors in the market and make it attractive to potential customers. The product's identity must reflect its quality and benefits and attract consumers' attention from the outset. Brand visuals focus on building a comprehensive perception of the brand in the consumer's mind, and design patterns are consistent across all products and services to ensure enhanced brand loyalty and customer recall.

The level of exposure to visual identity components that the study sample respondents are exposed to on the websites of multinational automotive companies.	t	%	mean	Std. Deviation
Static	193	48.3	1.7875	.84209
Moving	108	27.0		
Interactive	99	24.8		
Total	400	100.0		

Table (16) Exposure to Visual Identity Components on the Websites of Multinational Automotive Companies by the Study Sample

Data from Table No. (16) indicates the following:

- "The level of exposure to visual identity components encountered on the websites of multinational automotive companies by the study sample respondents" "Fixed" ranked first with a percentage of 48.3%, "Moving" ranked second with a percentage of 27.0%, and "Articles" ranked third with a percentage of 24.8%. This is because some brands require a fixed and stable visual identity (such as banks and financial institutions).

Std. Deviation	mean	%	t	The most important types of visual identity component planning that you encounter on multinational company websites
2.65940	4.9475	20.3	81	Images
		18.0	72	Timeline
		13.5	54	Hierarchy
		11.5	46	Comparisons
		9.3	37	Lists
		9.0	36	Radial Diagrams
		6.8	27	Tables
		5.0	20	Maps
		4.5	18	Processes
		2.3	9	Totals
		100.0	400	Images

Table No. (17) Illustrates the Most Important Types of Visual Identity Components Layouts Encountered on the Websites of Multinational Automotive Companies by the Study Sample Respondents.

Data from Table No. (17) Indicates the following:

- "The most important types of visual identity components layout encountered on multinational companies' websites," where "images" ranked first with 20.3%, "chronological sequence" ranked second with 18.0%, "hierarchical sequence" ranked third with 13.5%, "comparisons" ranked fourth with 11.5%, "lists" ranked fifth with 9.3%, "radial" ranked sixth with 9.0%, "graphs" ranked seventh with 6.8%, "tables" ranked eighth with 5.0%, "maps" ranked ninth with 4.5%, and "process progression" ranked tenth with 2.3%. Photographs are considered a close visual element that can connect you with your target audience; Because humans interact and empathize with human faces, and with natural landscapes, as a result, attention must be paid to photography. It gives a distinctive character to brands. When you take a distinctive photograph and then incorporate it into your visual identity, you gain more power and, consequently, greater influence. This is what visual identity requires. Table (18) illustrates the expectations for the visual identity components that are exposed on the websites of multinational automotive companies in the future, based on the purchase intentions of the study sample.

	ك	%	mean	Std. Deviation
Flourish.	274	68.5	1.7875	.84209
Remain as is without modification.	81	20.3		
Do not flourish.	45	11.3		
Total	400	100.0		

Data from Table No. (18) indicates the following:

- "Expectations of visual identity components exposed to the websites of multinational automotive companies in the future, based on the study sample's purchase intentions, are 'thriving.'" ranked first with 68.5%, 'remaining as is without modification' ranked second with 20.3%, and 'not flourishing' ranked third with 11.3%. This is because establishing your brand in the minds of the public, to simplify matters further, is not limited to the logo as you might think. Rather, it includes many elements such as the logo, colors, name, font type, and size.

Visual identity components found on multinational automotive companies' websites: Square	T	%	mean	Std. Deviation
Rectangle	228	57.0	1.8375	1.12662
Unspecified	72	18.0		
Circular	63	15.8		
Total	37	9.3		
Visual identity components found on multinational automotive companies' websites: Square	400	100.0		

Table No. (19) Illustrates the Forms of Visual Identity Components Exposed to the Websites of Multinational Automotive Companies by the Study Sample's Respondents.

Data from Table No. (19) Indicate the following:

- "The shapes of visual identity components exposed to the websites of multinational automotive companies" "square" ranked first with a percentage of 57.0%, "rectangle" ranked second with a

percentage of 18.0%, "unspecified" ranked third with a percentage of 15.8%, and "circular" ranked fourth with a percentage of 9.3%. This is because the brand owner may adopt a specific symbol to distinguish its products, to indicate a particular shape, whether derived from nature, such as the shape of a tree, flower, or pyramid, with a distinctive feature that highlights its characteristics, or the shape of an animal, ship, or car.

Level of exposure to multinational automotive companies' websites among the study sample due to visual identity components	t	%	mean	Std. Deviation
Always	256	64.0	1.4050	.57602
Sometimes	126	31.5		
Rarely	18	4.5		
Total	400	100.0		

Table No. (20) Illustrates the Level of Exposure to the Websites of Multinational Automotive Companies by the Study Sample Due to Visual Identity Components.

Data from Table (20) indicates the following:

- "The level of exposure to multinational automotive companies' websites among the study sample's respondents due to visual identity components: "Always" ranked first, at 64.0%, "Sometimes" ranked second, at 31.5%, and "Rarely" ranked third, at 4.5%. This is because the use of specialized and trusted websites expedites the sales process. These sites are a haven for many serious buyers, combining ease and speed, and providing simple steps to complete the buying and selling process or display an advertisement in simple, clear steps.

Help visual identity components exposed on multinational automotive companies' websites increase purchase intent.	T	%	mean	Std. Deviation	Rank
Clarifying an ambiguous message by presenting it in a simplified manner.	315	78.8	.7875	.40959	1
Helps increase purchase rates.	306	76.5	.7650	.42453	2
Provides an opportunity to increase the rate of learning that can be injected through the medium.	279	69.8	.6975	.45992	3
The effectiveness of communication depends on the extent to which the medium is used.	279	69.8	.6975	.45992	4

Personal focus on the websites of multinational automotive companies.	243	60.8	.6075	.48892	5
Use of some multimedia.	234	58.5	.5850	.49334	6
Total	400				

Table (21) Illustrates How the Visual Identity Components Exposed to Multinational Automotive Companies' Websites Help Increase Purchase Intent.

Data from Table (21) indicate the following:

- "Visual identity components presented on the websites of multinational automotive companies help increase purchase intent." "Clarifying an ambiguous message by presenting it in a simplified manner" ranked first with an arithmetic mean of 0.7875, "Helps increase the level of purchase" ranked second with an arithmetic mean of 0.7650, and "Provides an opportunity to increase the rate of learning that can be injected through the medium" and "Communication effectiveness depends on the extent to which the medium is used" ranked third. With an arithmetic mean of 0.6975, "Personal focus on multinational automotive companies' websites" ranked fourth, with an arithmetic mean of 0.6075, and "Use of certain multimedia" ranked fifth, with an arithmetic mean of 0.5850. This may be due to the process the company undertakes to create a new impression of itself, as well as its products or services, for the target market. This contributes to the stability of new visual signals that express the organization. When exposed to or recalled, this renews loyalty and belonging to the idea, product, or service, and the possibility of developing the corporate identity through visual identity.

Obstacles observed in the websites of multinational automotive companies	t	%	mean	Std. Deviation	rank
Not presenting topics in greater detail	315	78.8	.7875	.40959	1
Lack of use of modern recording and display technologies	315	78.8	.7875	.40959	2
Used to serve specific subject matters	315	78.8	.7875	.40959	3
Use of programs that alter the events presented	297	74.3	.7425	.43780	4
Poor clarity of the images presented	288	72.0	.7200	.44956	5
Presenting information in a more disturbing manner.	252	63.0	.6300	.48341	6
Total	400				

Table No. (22) Illustrates the Obstacles Observed in the Websites of Multinational Automotive Companies.

Data from Table No. (22) indicate the following:

"Obstacles observed on the websites of multinational automotive companies", where "they do not present topics in greater detail," "the lack of use of modern recording and display technologies," and "they are used to serve specific topic purposes" ranked first with an arithmetic mean of 0.7875. "The use of programs that alter the events displayed" ranked second with an arithmetic mean of 0.7425. "The lack of clarity of the images displayed" ranked third with an arithmetic mean of 0.7200. "The presentation of information in a way that is more disturbing" ranked fourth. With an average score of 0.6300, this may be due to some ads being fake or containing incorrect information, which could lead to financial losses for the buyer. Some scammers may offer cars at prices below market prices to attract buyers and then disappear after receiving the deposit. Some websites do not provide a strict mechanism for verifying the seller's identity or the accuracy of the information listed. Buyers cannot test the car themselves or confirm its condition without directly communicating with the seller. Some websites do not provide strong customer service to assist users in the event of problems. It is difficult to report fake ads or unreliable sellers on some platforms. Table (23) shows the suggestions observed on the websites of multinational car companies.

Suggestions noted on the websites of multinational automotive companies	T	%	Mean	Std. Deviation	Rank
Use this method objectively to present features impartially.	315	78.8	.7875	.40959	1
Do not display content that is blurred by the background.	306	76.5	.7650	.42453	2
Do not use excessive numbers and statistics.	288	72.0	.7200	.44956	3
Enhance the variety of car components.	270	67.5	.6750	.46896	4
Refrain from using too many car components to avoid distracting the user's eyes.	216	54.0	.5400	.49902	5
Total	400				

Data from Table (23) indicate the following:

"Suggestions observed on multinational automotive companies' websites" ranked first, with an average score of 0.7650. "Not displaying content that is unclear due to the background" ranked second, with an average score of 0.7650. "Not using excessive numbers and statistics" ranked third, with an average score of 0.7200. "More variety in the use of cars" ranked fourth, with an average score of 0.6750. "Not having too many car components to avoid distracting the user" ranked fifth, with an average score of 0.5400. This is perhaps due to some websites offering direct communication with the seller, which facilitates negotiations without the need for intermediaries. The ability to publish car sale ads within minutes, which speeds up the selling process, and some websites offering direct communication with the seller, which facilitates negotiations without the need for intermediaries, is also offered. Table No. (24) shows the visual

perception achieved through the components of the visual identity that the study sample respondents are exposed to on the websites of multinational car companies.

Visual perception achieved through the components of the visual identity that are exposed in the websites of multinational automotive companies	T	%	mean	Std. Deviation
The need for security	144	36.0	3.1725	2.07570
Not to use excessive numbers and statistics	54	13.5		
The need for acceptance	54	13.5		
The need for loyalty	46	11.5		
The need for belonging	39	9.8		
Not to display content that is blurred by the background	36	9.0		
To diversify the use of animated content more	27	6.8		
Total	400	100.0		

Data from Table (24) indicates the following:

"The visual perception achieved through the visual identity components encountered on the websites of multinational automotive companies" ranked first, with 36.0% of the total. "Not using numbers and statistics excessively" and "The need for acceptance" ranked second, with 13.5% of the total. "The need for loyalty" ranked third, with 11.5% of the total. "The need for belonging" ranked fourth, with 9.8% of the total. "Not displaying content that is blurred by the background" ranked fifth, with 9.0% of the total. "Radial" ranked sixth, with 9.0% of the total. "More diverse use of animated content" ranked seventh, with 6.8% of the total. This is because information is interpreted within visible light, and the resulting perception is also known as "vision." The various physiological components of vision are collectively known as the visual system, and they are the focus of research in psychology, cognitive science, neuroscience, and molecular biology. These are collectively known as vision science, the individual's ability to interpret and interpret visual stimuli and assign them meaning and significance. Table (25) illustrates the visual perception skills achieved through the components of the visual identity encountered on the websites of multinational automotive companies by the study sample.

Visual perception skills achieved through the visual identity components encountered on multinational automotive companies' websites	T	%	mean	Std. Deviation
Visual discrimination skills	83	20.8	3.1725	2.07570
Skills for interpreting visual information	63	15.8		
Skills for analyzing visual information	55	13.8		
Skills for recognizing and describing shapes	54	13.5		
Skills for extracting and inferring meaning	45	11.3		
Skills for perceiving spatial relationships	36	9.0		
Skills for interpreting visual information	27	6.8		
Skills for analyzing visual shapes	19	4.8		
Skills for inferring meaning	18	4.5		
Total	400	100.0		

Data from Table (25) indicates the following:



- "Visual perception skills achieved through the visual identity components encountered on the websites of multinational automotive companies." Visual discrimination skills ranked first with 20.8%, followed by visual information interpretation skills with 15.8%, visual information analysis skills with 13.8%, shape recognition and description skills with 13.5%, spatial relationships skills with 9.0%, visual information interpretation skills with 6.8%, visual form analysis skills with 4.8%, and visual design skills with 4.5%. Visual design is the visual interface through which a brand presents itself to the world. It is a set of visual elements that reflect the brand's values and help distinguish it. The importance of excellence in visual design plays a crucial role in attracting new customers and retaining existing ones. An attractive and unique design helps you enhance your visual identity and create a positive impression on customers quickly and easily. Visual design also contributes to enhancing the user experience and building trust in the brand. Table (26) illustrates the logo design criteria that must be present in the visual identity of the multinational automotive companies' websites, as measured by the study sample.

Logo design criteria that must be present in the visual identity you encounter on multinational corporate websites:	T	%	mean	Std. Deviation
All of the above	55	13.8	5.7750	3.33574
Focus on attracting all current and future customers	54	13.5		
Credibility	47	11.8		
Memorability	45	11.3		
Simplicity	45	11.3		
Distinctiveness	45	11.3		
Depth of meaning	37	9.25		
Continuity	27	6.8		
Extensibility	18	4.5		
Relationship to what it represents	18	9.3		
Adaptable	9	2.3		
Total	400	100.0		

Data from Table (26) indicates the following: "Logo design criteria that must be present in the visual identity presented on multinational corporate websites." "All of the above" ranked first with 13.8% of the respondents. "Focusing on attracting all current and future customers" ranked second with 13.5%. "Credibility" ranked third with 11.8%. "Memorability," "Simplicity," and "Distinction" ranked fourth with 11.3%. "Depth of meaning" ranked fifth with 9.25%. "Continuity" ranked sixth with 6.8%. "Extendability" ranked seventh with 4.5%. "Adaptable" ranked eighth with 2.3%. This is because a logo is an essential element of visual identity. It not only allows an organization to be recognized, but also retains it in the long-term memory of customers. Creating a logo is not something to be taken lightly. Table No. (27) shows the characteristics of the sample of respondents.

Gender	T	%
Male	337	84.3
Female	63	15.8
Total	400	100.0
Age Groups	t	%

Over 45 years	138	34.5
From (19) to less than 24 years	135	33.8
From 35 to less than 45 years	73	18.3
From 24 to less than 35 years	36	9.0
Under (19) years	18	4.5
Total	400	100.0
<b>Educational Level</b>	<b>T</b>	<b>%</b>
Postgraduate Education	201	50.3
University Education	117	29.3
Intermediate Education	82	20.5
Total	400	100.0
<b>Income Level</b>	<b>t</b>	<b>%</b>
Over 5,000	184	46.0
Less than 2,000	108	27.0
From 4,000 to 5,000	45	11.3
From 3,000 to less than 4,000	36	9.0
From 2,000 to less than 3,000	27	6.8
Total	400	100.0
<b>Car Ownership</b>	<b>t</b>	<b>%</b>
One Car	200	50.0
Two Cars	54	13.5
Three Cars	73	18.3
I Don't Own a Car	73	18.3
Total	400	100.0

Data from Table No. (27) Indicate the following:

Characteristics of the sample of respondents: The study sample, in terms of gender, ranked first and the largest category in the sample was males, with a percentage of 84.3%. The study sample, in terms of age groups, ranked first and the largest category in the sample was "over 45 years old," with a percentage of 34.5%. This indicates that most of the sample members are from the young age groups exposed to drama. A classification and evaluation system for determining the suitability of visual and audio media content for different age groups. As for educational qualifications, the category "postgraduate education" ranked first. The first-ranked category and the largest category in the sample, representing 50.3% of the sample, is consistent with the women's level of education, most of whom are university students and bachelor's degree holders. Regarding marital status, the "single" category ranked first and the largest category in the sample, representing 61.3%, consistent with the largest segment of Saudi society. Regarding income level, the "over 5,000" category ranked first and the largest category in the sample, representing 46.0%. Regarding car ownership, the "one car" category ranked first and the largest category in the sample, representing 50.0%.

#### ☐ Results of the Study Hypotheses Test

First Hypothesis: There is a statistically significant correlation between the extent of exposure to the websites of multinational automotive companies and the extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand.

The Contribution of the Visual Identity of Multinational Automotive Companies' Websites to Automotive Brand Promotion		Exposure to multinational automotive companies' websites.
343**	Pearson Correlation Coefficient	
0.000	Significance Level	
400	Number	

Table No. (28) Illustrates the Relationship Between the Extent of Exposure to the Websites of Multinational Automotive Companies and the Extent To Which the Visual Identity of Multinational Automotive Companies Contributes to Promoting the Automotive Brand.

- The data in Table No. (28) indicate the following: -

- A statistically significant relationship has been established between the extent of exposure to the websites of multinational automotive companies and the extent of exposure to the websites of multinational automotive companies, and the extent to which the visual identity of multinational automotive companies contributes to promoting the automotive brand. The Pearson correlation coefficient reached 343\*\* and a significance level of 0.000. The value of the correlation coefficient shows that the strength of the relationship is moderate and the direction of the relationship is direct, meaning that the greater the exposure to the websites of multinational automotive companies, the greater the extent to which the visual identity of multinational automotive companies contributes to promoting the automotive brand. Consequently, the diversity of the forms of multinational automotive companies' websites leads to the diversity and increase of the extent of exposure.

Thus, the hypothesis that there is a statistically significant relationship between the extent of exposure to the websites of multinational automotive companies and the extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand is proven correct.

Hypothesis 2: There is a statistically significant correlation between the extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand and the study sample's confidence in the visual identity of multinational automotive companies' websites in promoting the automotive brand.

The extent to which the study sample trusts the visual identity of multinational automotive companies' websites in promoting the automotive brand		The extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand
399**	Pearson's Correlation Coefficient	
.000	Significance Level	
400	Number	

Table (29) Illustrates the Relationship Between the Extent to Which the Visual Identity of Multinational Automotive Companies' Websites Contributes to Promoting the Automotive Brand and the Study

Sample's Confidence in the Visual Identity of Multinational Automotive Companies' Websites in Promoting the Automotive Brand.

- The data in Table No. (29) indicate the following: -

- A statistically significant relationship has been established between the extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand and the extent to which the study sample trusts the visual identity of multinational automotive companies' websites in promoting the automotive brand. The Pearson correlation coefficient reached 399\*\* and a significance level of 0.000. The correlation coefficient value indicates that the strength of the relationship is moderate and the direction of the relationship is direct, meaning that the greater the exposure to multinational automotive companies' websites, the greater the contribution of the visual identity of multinational automotive companies' websites to promoting the automotive brand. Consequently, the diversity of the forms of multinational automotive companies' websites leads to a diversity and increase in the extent of exposure.

Thus, the validity of the hypothesis that there is a statistically significant relationship between the extent to which the visual identity of multinational car companies' websites contributes to promoting the car brand and the extent to which the study sample trusts the visual identity of multinational car companies' websites is proven.

Hypothesis 3: There is a statistically significant correlation between the topics presented through the visual identity components exposed to the websites of multinational automotive companies and the changes in the level of exposure to the visual identity components exposed to the websites of multinational automotive companies.

The level of exposure to visual identity components on the websites of multinational automotive companies has changed.		Topics addressed through visual identity components in multinational automotive companies' websites
-.119-*	Pearson's Correlation Coefficient	
.017	Significance Level	
400	Number	

Table No. (30) Illustrates the Relationship Between the Topics Presented Through the Visual Identity Components Exposed to the Websites of Multinational Automotive Companies and the Changes in the Level of Exposure to the Visual Identity Components Exposed to the Websites of Multinational Automotive Companies.

- The data in Table No. (30) indicate the following: -

- A statistically significant relationship has been established between the topics presented through the visual identity components exposed to the websites of multinational automotive companies and the change in the level of exposure to the visual identity components exposed to them on the websites of multinational automotive companies. The Pearson correlation coefficient reached -0.119-\* and a significance level of 0.017. The value of the correlation coefficient shows that the strength of the relationship is weak and the direction of the relationship is inverse. That is, the more topics presented through the visual identity components exposed to the websites of multinational automotive companies, the less the change in the level of exposure to the visual identity components exposed to them on the websites of multinational automotive

companies. Consequently, the diversity of topics presented through the websites of multinational automotive companies leads to the diversity and increase of the extent of exposure.

Thus, the hypothesis that there is a statistically significant relationship between the topics presented through the visual identity components that are exposed to them on the websites of multinational car companies and the change in the level of exposure to the visual identity components that are exposed to them on the websites of multinational car companies is proven correct.

Hypothesis 4: There is a statistically significant correlation between expectations of visual identity components exposed to the websites of multinational automotive companies in the future and purchase intentions, and the most important types of visual identity component layouts exposed to the websites of multinational automotive companies.

Table No. (31) Illustrates the relationship between expectations of visual identity components exposed to the websites of multinational automotive companies in the future and purchase intentions, and the most important types of visual identity component layouts exposed to the websites of multinational automotive companies.

The most important types of visual identity component planning that you encounter on the websites of multinational automotive companies		Predictions of visual identity components exposed on automotive MNC websites for future purchase intent
-.239- <sup>**</sup>	Pearson's Correlation Coefficient	
.000	Significance Level	
400	Number	

- The data in Table No. (31) indicate the following: -

- A statistically significant relationship has been established between expectations of the visual identity components exposed to the websites of multinational automotive companies in the future, leading to purchase intentions, and the most important types of visual identity component layouts exposed to the websites of multinational automotive companies. The Pearson correlation coefficient reached -0.119\* and a significance level of 0.017. The correlation coefficient value indicates that the strength of the relationship is weak and the direction of the relationship is inverse. That is, the more expectations of the visual identity components exposed to the websites of multinational automotive companies in the future, leading to purchase intentions, the fewer the most important types of visual identity component layouts exposed to the websites of multinational automotive companies. Consequently, the most important types of visual identity component layouts exposed to the websites of multinational automotive companies diversify and increase the extent of exposure.

Thus, the hypothesis that there is a statistically significant relationship between the expectations of the visual identity components that are exposed to the websites of multinational automotive companies in the future for purchase intention and the most important types of planning of visual identity components that are exposed to the websites of multinational automotive companies is proven correct.

Hypothesis Five: There is a statistically significant correlation between the visual identity components exposed to the websites of multinational automotive companies and the factors required for the visual identity of multinational automotive companies.

Factors that most likely have a presence in the country, such as Faisal Adantt, that you are experiencing a great deal of stress and confusion, and that are simply a multinational company.		Visual identity components that are exposed in the websites of multinational automotive companies
.750**	Pearson's Correlation Coefficient	
.000	Significance Level	
400	Number	

Table No. (32) Illustrates the Relationship Between the Visual Identity Components Exposed to the Websites of Multinational Automotive Companies and the Factors Required for the Visual Identity Of Multinational Automotive Companies.

The data in Table (32) indicate the following:

A statistically significant relationship has been established between the visual identity components exposed to the websites of multinational automotive companies and the factors required for the visual identity of multinational automotive companies. The Pearson correlation coefficient reached  $-.119^*$  and a significance level of  $.017$ . The correlation coefficient value indicates that the strength of the relationship is weak and the direction of the relationship is inverse. That is, the more visual identity components are exposed to the websites of multinational automotive companies, the more factors are required for the visual identity of multinational automotive companies.

Thus, the diversity of visual identity components across the websites of multinational automotive companies leads to the diversity and increase of the factors required for the visual identity of multinational automotive companies.

Thus, the hypothesis that there is a statistically significant relationship between the components of the visual identity that are exposed to the websites of multinational car companies and the factors that must be present in the visual identity that is exposed to the websites of multinational car companies is proven correct.

### Discussion of the General Results:

The study aimed to monitor and analyze the visual identity of brands and their impact on the visual perception of the Saudi public. A field study was conducted on several car companies during the period January and February 2025, following the completion of the theoretical framework. This was accomplished through:

An electronic questionnaire was distributed to a sample of (400) car owners in the Kingdom of Saudi Arabia. The researcher relied on the "survey method" in this study. The tool for collecting the study material was identified, and a survey form was used to collect data from car owners.

The study reached a set of results, including: The extent of exposure to the websites of multinational car companies among the study sample respondents, where "always" ranked first with a percentage of 52.8%, and the extent of exposure to the websites of multinational car companies "sometimes" ranked second with a percentage of 31.5%.

The most important car brands preferred after exposure to the websites of multinational car companies used by the study sample, where "Toyota" ranked first with a weighted weight of 9.2775, "Mercedes" ranked second with a weighted weight of 8.5675, "Chevrolet" ranked third with a weighted weight of 8.4225, "Lexus" ranked fourth with a weighted weight of 8.3400,

"Nissan" ranked fifth with a weighted weight of 8.2175, and "Automotive for following the car brand on the websites of multinational companies" ranked sixth. The cognitive component, "Following car brands enables me to identify their most prominent characteristics," ranked first with a score of 81.0%. "Following car brands enables me to stay up-to-date with the latest brands" ranked second with a score of 72.0%. "Enjoy browsing car brand advertisements" ranked third with a score of 67.5%. "The quality of the car brand's visual identity on the websites of multinational car companies" ranked first. "The social media advertisements of car brands in the Eastern Province enable me to form an understanding of the type of product that these brands carry" ranked third with a score of 2.3650. "Second place with an arithmetic mean of 2.3125, and third place was "Automotive brand advertisements in the Eastern Province via social media enable me to form an impression of the quality of these brands" with an arithmetic mean of 1.9450."Methods of establishing the visual identity of the automobile brand's reputation on multinational companies' websites" ranked first. "I respect people who prefer the brand and are represented on multinational automobile companies' websites" with an arithmetic mean of 2.3650. "I feel that the brand's products and those represented on multinational automobile companies' websites can be trusted" ranked first. "The visual identity of multinational automotive companies' websites provides engaging advertising," ranked second with an arithmetic mean of 2.3125, and third with an arithmetic mean of 1.9450.

"The extent to which the visual identity of multinational automotive companies' websites contributes to promoting the automotive brand among the study sample respondents," ranked first with "highly contributing" at 64.0%, "moderately contributing" at 22.5%, and "weakly contributing" at 13.5%.

- The visual identity elements used are influential factors, but they are complementary to the content provided by these multinational automotive companies' websites. This is because the information provided is the source, and the use of visual elements does not replace the information, but rather adds to and reinforces it.
- The results for the brand and logos used by multinational automotive companies' websites appeared strong, as they had strong results compared to other elements, and the impact of the brands and logos used was evident.
- Colors are one of the methods used by multinational automotive companies' websites, and the choice is clear. Good color coding enhances the attractiveness of multinational automotive companies' websites, with the appropriate use of cool or warm colors, especially when used in images and backgrounds. This is because judging colors is a relative and variable matter.
- The visual identity elements in the study sites were represented by the three most important elements: the website name, the logo, and the colors used. The logo may be integrated with the name by combining it with it. The study sites succeeded in using logos that express the site's content. The logo is one of the most important means of distinction and one of the forms of mass communication. It is one of the fastest and most effective means of communication in conveying the message.
- Work to adapt the visual identity elements in the websites of multinational automotive companies.

With the content and content provided by multinational automotive companies, the website is rich in form and content.

- The importance of good use of visual identity elements when used in the websites of multinational automotive companies. When using images, the image sizes must be consistent with the content presented, in addition to the quality of the images used, whether static or animated. Consider using logos that are consistent with the nature, activities, and objectives of multinational automotive companies. These logos are influential factors in attracting attention when browsing the websites of multinational automotive companies. They also play a role in shaping a mental image of the websites of multinational automotive companies.

### **Study Recommendations:**

1. Benefit from the research by developing projects for students in the Department of Public Relations and Advertising to further enrich Saudi identity, which helps serve our society.
2. Building a visual and corporate identity should not be considered a purely administrative process without resorting to the design aspect.
3. We recommend the need for specialized advertising departments in each institution to ensure that editorial and design considerations are taken into account, ensuring the visual identity of the institution is emphasized.
4. The importance of balancing tradition and modernity, and present and past, to arrive at graphic solutions that achieve a contemporary advertising function that embodies the values of heritage.
5. Attention should be paid to studying those responsible for communication to understand the perceptions of websites and their opinions about their impact on exposure.

### **Study Proposals:**

1. Study the visual impact of motion by using programs that animate images and texts with actual, alternating motion to highlight the most important news items in the visible area of the page. This may be the case with Flash, given websites' interest in highlighting news and events in animated form.
2. Conduct studies on visual perception over different time periods, with diverse study of the medium and audience.
3. Diversify the study of visual identity types based on other variables related to exposure patterns.
4. Diversify the implementation and use of experimental approaches, and the extent to which this is applicable to visual identity and its impact on the speed of information transmission.

### **References**

- Ahmed, Hani Ali Shardi, (2024), The Impact of Social Media Influencers' Credibility on Brand Admiration and Purchase Intention, Scientific Journal of Economics and Trade, Issue 3, pp. 183-234. ( ) Abdelhak Rais, Ben Sharif Karima, Brand Positioning in the Consumer Mind - An Applied Study of the Automotive Sector in Algeria, Journal, Vol. 8, No. 1, pp. 81-102
- Layadhi Nasreddine (2014), New Media Technology and Old Technology: Thinking in Several Ways to Think about Social Networking Sites in the Arab Region, Algerian Journal of Communication, No. 22, published by the Faculty of Media and Communication, University of Algiers 3, printed by Dar Houma, Algeria, p. 130



- FasterCapital, (2024), Social Media Coverage of the Car: How to Leverage Social Media for Effective Car Coverage Strategies, dated June 14, 2024, available at: <https://fastercapital.com/arabpreneur>
- FasterCapital, (2024), "Social Media Coverage of Cars: How to Leverage Social Media for Effective Car Coverage Strategies," June 14, 2024, available at: <https://fastercapital.com/arabpreneur>
- Baraa Ibrahim Rashed Al-Shadifat, (2019), "The Role of Graphic Design in Developing the Visual Identity of Jordan TV to Increase Preference among Jordanian Viewers," Graphic Design Department, College of Architecture and Design, Middle East University.
- Abdelaziz, Abdo Qanawi Ahmed, (2023), The Visual Identity of Charitable Organization Websites and Its Impact on Motivating the Public to Donate: A Field Study, South Valley University - Faculty of Media and Communication Technology, Issue 13, Scientific Journal of Media and Communication Technology Research, pp. 303-342.
- Qabour, Hebat Allah, (2022), Advertising via Facebook in Enhancing the Visual Identity of the Organization: A Survey Study on a Sample of Djezzy Mobile Phone Users, Abdelhamid Ibn Badis University of Mostaganem - Faculty of Humanities and Social Sciences - Laboratory of Media and Communication Studies, Vol. 9, No. 2, International Journal of Social Communication, pp. 458-477.
- Mohamed, Rehab Al-Dakhili, (2018), Visual Identity in Newspaper Website Design: Sports Websites as a Model, Ahram Canadian University, Issue 22, Arab Journal of Media and Communication Research, pp. 188-211.
- Mansoor, M., Jam, F.A. and Khan, T.I. (2025), "Fostering eco-friendly behaviors in hospitality: engaging customers through green practices, social influence, and personal dynamics", International Journal of Contemporary Hospitality Management, Vol. 37 No. 5, pp. 1804-1826. <https://doi.org/10.1108/IJCHM-07-2024-1023>
- Baraa Ibrahim Rashid Al-Shadifat, (2019), The Role of Graphic Design Developing the visual identity of Jordan TV to enhance Jordanian viewer preference. Graphic Design Department, College of Architecture and Design, Middle East University. ( ) Hadeel Mohammed Ahmed Mustafa, (2017), "The Impact of Graphic Design on the Usability of Jordanian University Websites," Department of Graphic Design, Faculty of Architecture and Design, Middle East University.
- Ashry, Tamer Ibrahim El-Sayed, Jaafar, Amira Kamal Ahmed Abdel Hamid, and Tawfiq, Amr Mohammed Mansour, (2024), "The Impact of Brand Authenticity on Brand Advocacy: An Applied Study of Private Car Owners in Mansoura City," The Egyptian Journal of Business Studies, Vol. 48, No. 1, pp. 1-29.
- El-Sayed, Reham Mohsen, (2023), "The Role of Brand Trust as an Intervening Variable in the Relationship between Brand Heritage and Brand Advocacy: An Applied Study of Luxury Car Market Customers in Egypt," Suez Canal University, Faculty of Commerce, Ismailia, Vol. 1, The Scientific Journal of Business and Environmental Studies, Vol. 14, No. 2, pp. 638-701.
- Nour El-Din, Amr Ahmed Ahmed, (2023), "How Does Trust Intervene?" Brand in the Relationship between Electronic Word of Mouth and Customer Intention to Purchase Electric Cars in Egypt?: The Moderating Role of Customer Environmental Awareness, Tanta University, Faculty of Commerce, Journal of Commerce and Finance, Issue 1, pp. 341-395.
- Sharifi, Jaloul, (2022), The Impact of Brand Experience Dimensions on Attitudinal and Behavioral Loyalty: An Experimental Study on Hyundai Cars, Hassiba Ben Bouali University, Chlef - Laboratory of Globalization and North African Economics, Journal of North African Economics, Vol. 18, No. 28, pp. 635-646.
- Sebaa, Sonia Mohamed Ahmed Soliman, (2021), The Impact of Word of Mouth on Brand Aversion: An Applied Study of Automotive Customers in Dakahlia Governorate, Suez Canal University, Faculty of Commerce, Ismailia, Scientific Journal of Business and Environmental Studies, Vol. 12, No. 3, pp. 44-85.

- Best, Emma J, (2024), Media Dependency in Gen Z Christians, Master's Thesis, Liberty University, School of Communication and the Arts, United States -- Virginia
- Cooper, Carson Kane, (2023), The Paradox of Cellphones: A Media Dependency Study on College-Aged Teens and Their Cellphone Use, Master's Thesis, Colorado State University, Journalism and Media Communication, ProQuest Dissertations & Theses Global.
- Abbas, Mustafa bin Ahmed (2023), Al-Ekhbariya Channel Audiences' Dependence on Receiving Its News Content via Social Media, Center for Research and Human Resources Development, Ramah, Arab Journal of Scientific Publishing, Issue 61, pp. 34-66.
- Al-Aboud, Shamael bint Yousef Muhammad, (2023), Saudi Audiences' Dependence on Mobile Phone Applications as a Source of News: The Nabd Application as a Model: A Field Study, Cairo University, Faculty of Mass Communication, Department of Journalism, Scientific Journal of Journalism Research, Issue 26, pp. 537-573.
- Khaled Al-Hamidi, (2022), Reliance on Media During Terrorist Attacks: A Case Study of the Imam Al-Sadiq Mosque Bombing, Kuwait, Kuwait University, Scientific Publication Council, Annals of Arts and Social Sciences, Annual 42, Thesis 587, pp. 9-194.
- Al-Dakhili, Rehab Muhammad, 2018, Visual Identity in Newspaper Website Design: Sports Websites as a Model, Issue 13, Scientific Journal of Media and Communication Technology Research, South Valley University - College of Media and Communication Technology, pp. 303-342.
- Hussein, Samir, (1995), Media Research, 2nd ed., Alam Al-Kutub, Cairo, p. 133.
- Al-Abd, Atef, (1993), Omani Media and Environmental Issues, 1st ed., Dar Al-Fikr Al-Arabi, Cairo, p. 40.
- Abdul Hamid, Muhammad, (2000), Scientific Research in Media Studies, 1st ed., Alam Al-Kutub, Cairo, p. 158.
- Omar, Al-Sayed, (2002), Media Research, 2nd ed., Al-Falah Library for Publishing and Distribution, United Arab Emirates, p. 211.
- Abdul Hamid, Muhammad, Scientific Research in Media Studies, op. cit., p. 130.
- Abdullah, Mai (2011), Communication Theories, Dar Al-Nahda Al-Arabiyya, Egypt, p. 34. ( ) Youssef, Hanan, (2009), Media and Politics: A Relational Approach, Atlas for Media Publishing and Distribution, 1st ed., Cairo, p. 52.
- Yahab Sami Latif Muhammad, (2020), The Egyptian Public's Reliance on New Media as a Source of Information and News about the COVID-19 Pandemic and Its Role in Raising Health Awareness, Journal of Media Research, Issue 55, Vol. 5, Al-Azhar University, Faculty of Mass Communication, p. 3119.
- Rashid, Salah El-Din, (2021), The Role of Mobile Journalism in Shaping Egyptian Public Attitudes Towards Current Events, Journal of Media Research, Al-Azhar University, Faculty of Mass Communication, Issue 56, Vol. 3, p. 1430.
- Melvin De Fleur and Sandra Reach (1982), Theory of Mass Communication, - New York: Longman, 3rd, p. 225.
- Loges, William (1994), Canaries in the Coal Mine Perception of Threat Dependency in Relationship Communication Research - Vol. 1, p. 6.
- Loges, William, (1994), Perception of Threat and System Dependency-(Relationship). In: Communication Research, Vol. 1, p. 78.
- McQueen, Denis & Windhal, Sewn, (1993), Communication Models, London: Longman, 1993, pp. 114-115.
- Birch, J. (1994) New Factors in Crisis Planning and Response, Public Relations Quarterly, Vol. 39 (1), p. 45.
- Dominique, Walton, (1999), The Internet and Beyond? Critical Theories of New Media, Paris, p. 98.

Henry, Jenkins, (2006), *Convergence Culture: Where Old and New Media Collide*, New York, New York University Press, p. 77.

Qasim, Samer Ahmed. (2023). The Impact of Guerilla Marketing on the Brand Reputation of Smartphone Companies: A Survey Study of Samsung Customers on the Syrian Coast, *Tishreen University Journal for Research and Scientific Studies - Economic and Legal Sciences Series*, Vol. 45, No. 3, pp. 185-201.

Lucidya, (2023), *Brand Reputation Analysis: What is it and how can it benefit your business?* Available on February 7, 2025 at:

<https://www.lucidya.com/ar/blog/brand-reputation-analysis/>

The questionnaire was presented to the following referees:

Prof. Reda Abdel Wahid, Dean of the College of Arts, University of the Kingdom of Bahrain.

Prof. Galal Salam, Professor, Department of Printing, Publishing, and Packaging, Faculty of Applied Arts, Cairo University

Prof. Fathi Shehab, Professor, Department of Printing, Publishing, and Packaging, Faculty of Applied Arts, Cairo University

Prof. Mahmoud Yousry, Professor, Department of Printing, Publishing, and Packaging, Faculty of Applied Arts, Cairo University

Prof. Marwa Ibrahim, Assistant Professor, Department of Printing, Publishing, and Packaging, Faculty of Applied Arts

Prof. Sherif Darwish El-Labban, Vice Dean of the Faculty of Mass Communication, Cairo University

The stability was conducted with researcher Mustafa Muhammad Mahmoud (researcher and journalist at Al-Wafd newspaper).