

# THE IMPORTANCE OF GRAPHIC DESIGN AND THE AMAZON MARKETPLACE

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**Abstract.** This article explores the role of graphic design in e-commerce, using a marketplace as an example. Amazon. The article aims to analyse the importance of graphic packaging design as a strategic tool for establishing brand identity and enhancing sales efficiency within the marketplace. Amazon. General scientific methods of cognition were employed in the scientific research: analysis, synthesis, generalisation, systematisation, induction and deduction. The results of the study show that, in the absence of physical contact between the buyer and the product, packaging on the marketplace Amazon performs a key function of visual communication. It was concluded that packaging design creates the initial product impression, influences consumers' perceptions of quality, and fosters emotional connections with target audiences. The study also examined conceptual approaches to creating effective graphic design, including the AIDA model, Gestalt principles, colour theory and the Golden Concept Circle Simon Sinek. The necessity of contemplating both aesthetic and technical dimensions is emphasised: namely, high image resolution, accuracy of visual representation of the product, adaptability to mobile devices, and compliance with the requirements of the Amazon platform. It has been demonstrated that adherence to these conditions is conducive to achieving high conversion rates, a reduction in the number of returns, and an enhancement in the overall user experience. It is concluded that graphic packaging design should be considered as a strategic asset of the brand, which directly affects its market value, competitiveness and financial results. In the context of digital commerce, packaging design fulfils the function of a visual "bridge" between the manufacturer and the consumer, which is of critical importance for sustainable business development in the conditions of fierce competition in the e-commerce environment. The practical significance of the study lies in the possibility of applying the conclusions obtained to optimise the packaging design of products on marketplaces in order to increase their commercial efficiency.

**Keywords:** graphic design, packaging, marketplace, Amazon, communication.

**JEL Classification:** M31, M37, L81

## 1. Introduction

In the contemporary era of accelerated digitalisation of trade, marketplaces have evolved into pivotal conduits for the dissemination of products, wherein visual communication assumes paramount significance in determining the efficacy of the interaction between the brand and the consumer. In the context of online consumer behaviour, graphic design exerts a distinctive influence by serving as both a visual manifestation of brand identity and a conduit for conveying product values, quality, and distinctiveness. In this context, packaging ceases to function exclusively

as a utilitarian instrument and evolves into a medium for aesthetic impact, communication and differentiation. These aspects assume particular relevance within the context of the Amazon platform, where the intense competition among similar products compels brands to allocate significant resources towards enhancing visual expressiveness and maintaining design integrity.

The importance of the study lies in the necessity to adapt to the novel conditions of the digital economy, wherein the purchaser makes decisions based on initial visual impressions. The graphic design of the packaging on Amazon serves as

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the primary point of contact with the product, influencing conversion rates, the level of trust and the consumer experience. The success of a product is increasingly determined not only by its functional characteristics, but also by the extent to which the brand is able to communicate its uniqueness through visual means. Consequently, a systematic study of the role of graphic design in the context of the marketplace Amazon is necessary from both a scientific and an applied point of view.

## 2. Analysis of Recent Scientific Research and Publications

The question of the importance of graphic design in e-commerce using the example of a marketplace Amazon is under-researched in the academic literature, as the bulk of the sources used are online publications and blogs rather than academic research. A mere smattering of articles can be found that have a scientific basis, while the majority of sources focus on the applied aspects of design in commercial practice.

A substantial contribution to the understanding of the significance of design as a tool for commercial influence has been made by researchers such as MNF Nasir, N. Nasir, W. Muhammad and M. Fadly (Nasir, Nasir, Muhammad & Fadly, 2023), who in their study outlined the main challenges and potential of branding through graphic design, a topic which is especially relevant for the competitive environment of Amazon. The analysis of Y. Yuniarti, M. Aziz and H. Gani (Yuniarti, Aziz & Gani, 2024) is also valuable in this context, as the authors emphasise the effectiveness of creative content in digital marketing, indicating a close connection between visual elements and the effectiveness of advertising campaigns.

It is evident that publications on platforms such as *ecommercenurse.com* (Essential Design Elements, 2025), *ecomclips.com* (Importance of Graphic Design, 2022), *christinaink.com* (Passmore, 2024), *kangaroomarketplace.com* (Jones, 2022), *sellerassistant.app* (Why is Main Image, n.d.) and other contemporary online resources assume the function of expert literature, reflecting prevailing trends and practical recommendations. For instance, C. Passmore (Passmore, 2024) proffers 21 pragmatic recommendations for enhancing the graphic design of Amazon listings, while G. Walthour (Walthour, 2023) undertakes an analysis of the impact of visual content on consumer behaviour. It is also pertinent to mention

the analytical article on McKinsey.com (The business value of design, 2018), which emphasises the strategic value of design as a business asset. It is imperative to consider the experience of Ukrainian researchers, O.Yu. In the field of virtual communication, Boyko (2022) has made significant contributions to the study of graphic content in the digital environment. This research has considered the features of virtual communication, which have a tangential significance for the formation of graphic content in the digital environment.

Despite the extensive body of literature on this topic, there is a paucity of systematic material that would cover both the theoretical foundations and the applied approaches to the use of graphic design in the Amazon context. Therefore, the information was analysed, grouped, systematised and presented in the light of the research topic by means of various methods of scientific knowledge.

## 3. Survey Methodology

The **aim of this article** is to analyse the importance of graphic packaging design as a strategic tool for shaping brand identity and boosting sales performance on the Amazon marketplace.

In order to achieve the aforementioned goal, the following tasks will be performed during the course of the study: firstly, to characterise the advantages of professional packaging design in the context of digital communication and e-commerce; secondly, to reveal theoretical approaches and requirements for the visual design of goods on the Amazon marketplace; and thirdly, to identify the importance of graphic design as a factor in conversion, brand trust, and commercial success.

## 4. Findings

In the context of digital marketing, packaging has evolved from a mere physical protective measure for products to a potent medium for visual communication in the online realm. In the digital realm, where physical interaction with the product is not possible, the initial impression is predominantly shaped by visual components, such as photographs of the product, its colour scheme, texture, and the aesthetic quality of its packaging (Yuniarti, Aziz & Gani, 2024).

The following discussion will consider the key benefits of professional packaging design for marketplaces.

1. Increasing the attractiveness of the listing, in particular, packaging with a unique design, depicted in the product card, immediately distinguishes the product from competitors.

2. Forming a holistic brand through coordinated packaging design with other brand elements (colors, font, logo) strengthens brand identity.

3. Improving the perception of quality, visually appealing and thoughtful packaging is associated with a higher level of product quality.

4. Positive consumer experience – aesthetic packaging creates a “wow” effect when receiving the product, increases the emotional satisfaction from the purchase.

5. Stimulating repeat purchases and loyalty – a customer who is satisfied with the visual and tactile impression of the packaging is more likely to return to the brand.

6. Increasing the likelihood of receiving a positive review – effective packaging is often mentioned in reviews, which contributes to social confirmation of quality.

7. The possibility of built-in communication – packaging can contain important information: brand mission, instructions, QR codes, promotional codes, etc.

8. Improving the positioning of premium products – for products in the mid- and high-end price segment, packaging design is key to creating the impression of “premium”.

9. Reducing advertising costs – unique packaging itself acts as advertising - users can share photos on social networks, contributing to viral spread.

10. Supporting the brand's environmental image – a design that takes into account the principles of sustainable development, demonstrates brand responsibility and attracts environmentally conscious consumers (Reasons to Use, 2024).

The field of brand design is predicated on theoretical models that elucidate the manner in which visual communication influences brand perception, consumer engagement, and loyalty. These theories delineate the principles for creating effective graphic design that helps to build a recognisable and emotionally resonant brand identity.

- AIDA (Attention – Interest – Desire – Action) defines the sequence of attracting the consumer's attention, arousing interest, forming desire, and stimulating action through visual means.

- Golden Circle Theory. Simon Sinek emphasises the importance of conveying a brand's values the “why” it exists through design that reflects an idea, not just a product.

- Gestalt Theory focuses on the holistic perception of visual objects, requiring design to be structured, visual harmony, and logical.

- Colour Theory explores the psychological impact of colours on consumers' emotions and associations, which allows one to shape the desired emotional background of a brand.

These approaches underpin strategic graphic design, which has been shown to increase brand awareness, build brand trust, and ensure the consistency of a visual image in the digital environment (Nasir, Nasir, Muhammad & Fadly, 2023).

In the context of digital marketplaces such as Amazon, graphic design functions as a visual conduit between the manufacturer and the consumer, thereby facilitating effective communication in the digital domain. As Boyko O.Yu. observes (Boyko, 2022), contemporary virtual communication necessitates novel methodologies for the dissemination of content, a matter of particular pertinence for the design discipline. This is predicated on the dual imperatives of both informing and persuading the audience. In this context, visual content also plays the role of a tool of economic self-organisation, similar to the mechanisms of local integration described by Petrukha et al. (2022), where the combination of resources and meaningful visualisation contributes to the creation of added value and trust on the part of the consumer.

In today's highly competitive e-commerce landscape, professional packaging design is crucial for promoting products on marketplaces such as Amazon. Packaging is no longer just a functional means of transportation; it has become a carrier of brand identity, a tool for differentiation and the first point of contact a buyer has with a product. Upon receipt of the package, it is the packaging that forms the first visual contact with the brand. In the case of Amazon, it can also be visualised in the listing if it is a key part of the product (Importance of Graphic Design, 2022).

In the context of the highly competitive Amazon environment, effective visual presentation of products has emerged as a pivotal factor in attracting consumer attention and fostering brand trust. The promotion of a product is only

successful when a holistic approach to design is employed, encompassing visual, informational, and emotional components. A systematic examination of the key design elements that influence product success in the marketplace is presented herein. Amazon (Essential Design Elements, 2025) in Table 1.

In the context of the Amazon platform, where thousands of products compete for users' attention, design – particularly the visual design of the main image – is a critical element of the conversion strategy. The main image provides an initial visual stimulus that captures the user's interest when they have limited time to make a decision. High-quality, professional visualisation inspires trust, helps buyers form an idea of the product, and

provides a competitive advantage even before the text description is read. Therefore, the design of the main image directly affects the click-through rate (CTR) and the probability of a product card being viewed (Why is Main Image, n.d.).

Effective visualisation involves a combination of technical, communication and aesthetic characteristics, which are summarised in Table 2.

Professionally designed packaging enhances the perception of product quality, fosters brand trust and encourages an emotional connection with buyers. It is an important part of the overall consumer experience, positively affecting repeat purchases, reviews, and seller ratings. In the context of visual competition, the innovation and integrity of packaging design can be crucial in influencing

Table 1  
Key design elements for successful product promotion on Amazon

| Design element     | Description  | Main functions  | Brand benefits   |
|--------------------|--|---|--|
| Main images        | High-quality photos that show the product from different angles          | Representation of scale, texture, features                    | Increasing trust, reducing the risk of product returns               |
| Lifestyle images   | Visualisation of product use in real life                                | Emotional involvement, practical understanding of application | Building a relationship with the buyer, increasing conversion        |
| Infographics       | Graphic elements to explain product characteristics                      | Quick report on key features, sizes, compatibility            | Reducing decision-making time, reducing the number of questions      |
| A+ Content         | Improved product description with modular visual content                 | Demonstration of benefits, comparison, brand positioning      | Increasing trust, strengthening brand identity                       |
| Brand history      | Description of the brand's mission, values, and origins                  | Formation of emotional connection, differentiation            | Customer loyalty, repeat purchases                                   |
| Branded Storefront | Integrated mini-storefront on Amazon to showcase the entire product line | Cross-promotion, seasonal campaigns, visual integrity         | Increase the average check, protection from competitors' advertising |
| Video              | Dynamic content formats: demonstrations, instructions, lifestyle videos  | Attracting attention, explaining complex characteristics      | Professional impression, lowering the barrier to purchase            |

Source: systematised by the author based on Essential Design Elements, 2025

Table 2  
Key components of effective product visualisation

| No. | Visualisation component  | Essence and functions  | Brand and conversion value                                      |
|-----|--------------------------|--|---|
| 1   | High resolution images   | Provides detail, allows the buyer to “get closer” to the product | Increases trust, reduces the risk of returns                    |
| 2   | Accurate product display | Realistic representation of color, size, texture, etc.           | Prevents disappointment, reduces negative feedback              |
| 3   | Mobile optimisation      | Adaptation of images and texts to smartphone screens             | Increases reach, promotes ease of viewing and purchase          |
| 4   | Amazon compliance        | Compliance with the platform's technical and content standards   | Ensures stable listing operation and a positive user experience |
| 5   | Professional design      | Balance between aesthetics, information and minimalism           | Creates a sense of reliability, visual appeal                   |

Note: based on Passmore, 2024; Walthour, 2023.

purchase decisions (Importance of Graphic Design, 2022).

Design is of pivotal significance in determining the value of a business and its products, serving not only as a means of aesthetic appeal, but also as a strategic asset. A McKinsey study posits that companies that achieve high scores on the McKinsey Design Index demonstrate significant growth in revenue and profitability. This suggests a direct relationship between design quality and financial success. The integration of design into the top-level management structure fosters informed, user-centric decision-making, thereby mitigating the risk of unsuccessful launches and catalysing innovation (The business value of design, 2018).

Thanks to good design, a product not only acquires aesthetic integrity, but also the ability to stand out in a competitive environment. This directly affects its market value and consumer loyalty (The business value of design, 2018). Design stimulates sales volumes by providing a brand with a holistic visual identity, increasing consumer trust, attracting attention to the product among competitors, and improving the perception of product information. These factors contribute to greater conversion and repeat purchases (Jones, 2022).

## 5. Conclusions

On the marketplace Amazon, packaging plays a key role as a primary visual communication tool between the brand and the consumer. In a digital environment where physical contact with the product is impossible, packaging design provides the first impression and forms an idea of the product's quality, creating an emotional connection

with the buyer. The professional packaging design of a product serves to differentiate it from competing products on the market, thereby fostering trust and encouraging repeat purchases. Furthermore, it can be used as a promotional tool, particularly in the context of social networks. Packaging design also has an informational function, conveying important brand messages and thereby strengthening brand integrity and recognition.

The conceptual foundations of effective graphic design, such as the AIDA model, Gestalt theory, colour theory and the Golden Circle of Simon Sinek, define the parameters of visual communication that ensure attention, emotional connection and the motivation to purchase. To effectively promote products on Amazon, it is important to consider the technical aspects of design as well as the aesthetic ones: high-resolution images, accurate product representation, mobile adaptability and compliance with platform requirements. Combining these factors ensures high conversion rates, reduces the risk of returns and improves the overall consumer experience.

It is widely acknowledged that graphic design, and packaging design in particular, constitutes a strategic asset that exerts a direct influence on the market value of the product, the competitiveness of the brand, and the financial results of the business. It is important to note that the visual appeal of the product is not the only benefit it provides; it also serves as a visual "bridge" between the manufacturer and the buyer, which is critically important in the conditions of virtual communication of marketplaces. It is evident that the integration of design into the business strategy of the brand is pivotal to its sustainable development in the highly competitive e-Commerce environment.

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