

## Investigating the Effect of Visual Elements of Advertising (color, image, logo) on Customers' Loyalty with the Mediating Role of the Organization's Brand Identity (Case study: Customers of Sepah Bank of Ilam)

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### Abstract

The current research was conducted with the aim of investigating the effect of visual elements of advertising (color, image, logo) on customers' loyalty with the mediating role of the organization's brand identity (case of study: customers of Sepah Bank of Ilam). The research method is applied in terms of objective and descriptive-survey in terms of data collection, and structural equation modeling was used to investigate the relationships of variables. The statistical population of the research was all customers of Sepah Bank of Ilam, whose number is unlimited, and the sample size of this research is 384 people according to Morgan's table. Sampling was done by simple random sampling. The tool for data collection is a researcher-made questionnaire derived from three questionnaires of the visual elements of advertisements by Askari Far et al. The validity of the research was obtained through a panel of experts (12 people) and reliability through Cronbach's alpha, which includes the visual elements of advertising (0.948), customer loyalty (0.939) and brand identity (0.952). In order to analyze the data and test the hypotheses of the research, the structural equation modeling test was used in SPSS 26 and Lisrel 80/8 software, and the research results showed that the visual elements of advertisements both directly and through brand identity have a significant effect on customer loyalty.

**Key words:** visual elements of advertising, customer loyalty, brand identity, structural equations.

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