

RESEARCH ON ATTITUDES TOWARD MINIMALISTIC DESIGN IN MARKETING COMMUNICATIONS

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ABSTRACT

The marketing industry has been grappling with the challenge of declining attention spans and disengagement among individuals towards marketing messages they come across for an extended period. Marketers find it increasingly hard to reach, effectively communicate with, and convert their audiences. A possible way out of this situation can be minimalism. Minimalism in marketing is based on the “less is more” approach, focusing on a smaller number of visual elements and/or short wording constructions. This study examined overall attitudes toward minimalism, including its influence on buying decisions and the relationship between minimalistic design elements and liking of marketing communication. It was found that all age groups have a positive attitude toward minimalism and applying its principles in shopping behaviour. However, millennials rated it better than Gen Z and Gen X. Respondents were asked to judge three different variations of product packages, outdoor ads, logos, posters, and web homepages with different levels of minimalistic design, using a five-point liking scale. Marketing communication with minimalistic elements was preferred over the non-minimalistic one, but it cannot be concluded that younger populations like it more. Minimalism will influence higher liking of all different marketing communication means, and it should be used more in the future across different target groups, considering age. The issue can be to have a clear understanding of what customers perceive as minimalistic elements.

KEY WORDS: minimalism, marketing strategies, marketing communication, branding, aspect and significance of minimalistic marketing

1. INTRODUCTION

In today's fast paced and information saturated world, the field of marketing communication faces an ongoing challenge of capturing and retaining audience attention. As attention spans decline and individuals become increasingly disengaged with traditional marketing messages, a captivating solution can be minimalism. Authors of academic publications emphasize how minimalism has influenced marketing, particularly in terms of product design (Chou, 2011), logo (Iancu & Iancu, 2017), advertising (Kumar et al., 2018), packaging (Favier, Celhay & Pantin-Sohier, 2019), web and user interface design (Sani & Shokooh, 2016). All these studies have minimalism in focus and its relationship to advertising awareness, brand awareness, brand perception, product usage or different kinds of improvements in digital user interface. With a minimalistic approach, marketing communications can have higher awareness and break the clutter, but awareness and liking are not the same. This article addresses one simple question: Can usage of minimalistic design in marketing communication increase its liking? Usually, this kind of research has been used as a pretesting tool with the main function of launching the best evaluated advertising, logo, or web page to the market and it is never focused on minimalism only. Besides that, as independent variables many other communication elements are used, like headlines, colours, visuals, tone of voice and other communication elements. Here, the focus is on minimalistic design only.

Needless to say, ads with less visual, textual and auditory elements require less time for the brain to process. People just don't feel like they have enough time anymore to spend on various brands' ads with cursive text and complicated visuals.

That's exactly why minimalism presents itself as an obvious solution to many marketing problems and is proving to be more of a natural tendency for humans rather than a simple trend (Frielinghaus, 2022). The key question is: Will customers prefer different marketing communications more due to minimalistic design elements? This study aims to answer that question, and give clear direction of future development of marketing communications to companies and communication agencies.

2. PREVIOUS RESEARCH

The need for simple and efficient experiences extends to all aspects of life, from digital platforms to physical spaces (Lee & Kim, 2017; Mathras & Hayes, 2019; Pangarkar, Shukla & Taylor, 2021; Schenker, 2021). Minimalism is timeless and classic, as both a philosophy and a design concept. It enforces thinking towards simplicity and consistency. This in turn captures the consumer's attention if characteristics of minimalism are applied. These characteristics are „less is more“, usage of negative space, visual harmony, colours and contrast etc. (Odak, 2021).

Physique, as one of brand identity elements, was in focus of most previous research about minimalism and its role in marketing and marketing communication (Kapferer, 2014). Brand physique can be reflected in logo, product design, packaging, web design, or user interface in different digital channels.

Logos are regarded as a crucial visual component that links the consumer to a brand and shapes their emotional perceptions (Park et al., 2013). Scholars examining logo design underscore the significance of simplicity and minimalism in achieving a greater level of recall and recognition (Pimentel & Heckler, from Iancu & Iancu, 2017). The literature suggest that simple elements are easier to recall since they need less processing power and less attention. A logo should be connected with identity, meaning, likeability, and familiarity, and it should have a natural and harmonious design (Van Grinsven & Das, 2014). Based on above mentioned research results, minimalism used in logo design does not always have positive influence on brand perception and image.

The product design philosophy of minimalism involves simplifying a subject to its most essential elements. It originated from the minimalist aspects of Modernism and is often perceived as a response to abstract expressionism, as well as a connection to post-modern art (Fried, 1967). The design of a product should not only meet the functional requirements, but it should also take into consideration the psychological needs of consumers regarding the product's appearance (Chuang, Chang & Hsu, 2001). The concept of minimalist design prioritizes the use of fundamental geometric shapes as outlines and incorporates a limited number of similar shapes to achieve design cohesiveness. It also incorporates tasteful, uncomplicated, bright colour palettes, natural textures and hues, and precise and refined finishing touches (Chou, 2011). Fisher (1999) suggested that minimalist design can be defined as aesthetic reductionism, which involves utilizing geometric elements and advanced surface techniques to create aesthetically pleasing product designs.

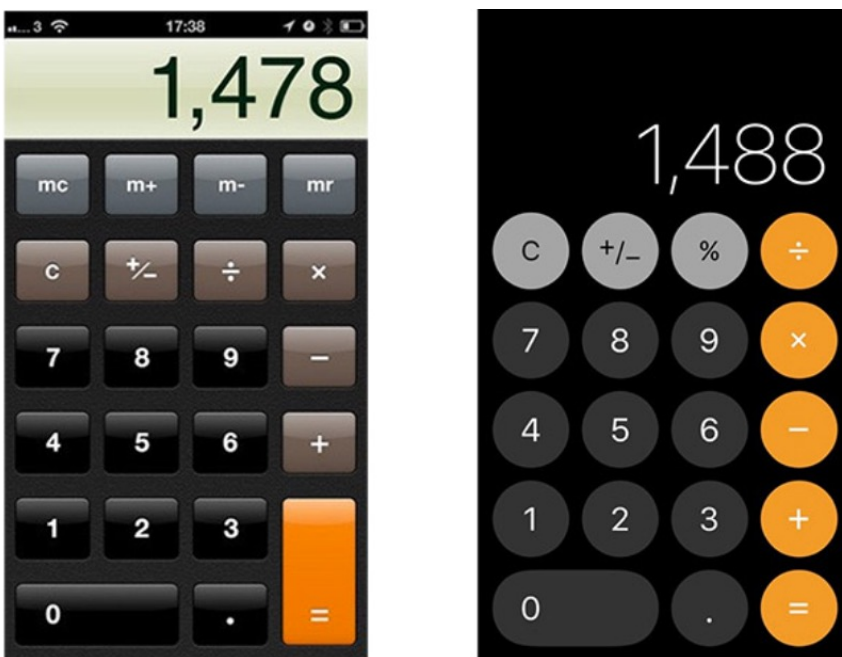
The design of product packaging is a component of brand elements utilized to communicate the identity of a brand (Kotler & Keller, 2012). In fact, a number of research studies in marketing, design, and semiotics contend that the level of complexity or simplicity in packaging design affects how customers view a brand (Pracejus, Olsen & O'Guinn, 2006; Cavassilas, 2007; Orth, Campana & Malkewitz, 2010; Pieters, Wedel & Batra, 2010; Orth & Crouch, 2014; Thomas & Capelli, 2018). At the same time, Favier, Celhay and Pantin-Sohier (2019) came with the conclusion that simplicity in packaging design does not have a positive impact on creating elements of brand image like honesty or reliability.

Minimalism has been extensively used during the last few decades in all forms of digital communication. The rise of online business transactions and the increase in number of users has led many e-commerce companies to adopt minimalist design to be more memorable to consumers, as brands that use minimalism are highly associated with consumers' memory. Additionally, research suggests that consumer purchasing behaviour is influenced by loyalty to a brand (Malik, Ghafoor & Iqbal, 2013). Many users face the challenge of navigating complex and disorganized websites, which can be overwhelming due to an excessive number of subjects, convoluted links, and cluttered visual elements. This can lead to confusion, difficulty in achieving the main goal, and ultimately result in users leaving the website. In the last twenty years, minimalism has gained significant traction as a design approach for user interfaces in websites. Designers and developers realized that by eliminating unnecessary elements and utilizing Gestalt principles to organize visual elements, audience confusion can be reduced, and a wider range of individuals can effectively interact with the website (Sani & Shokoo, 2016). Nadkarni and Gupta (2007) distinguish between two types of complexity in websites: objective complexity, which refers to the cues present in the stimulus itself, and perceived complexity, which is related to an individual's subjective perception of the design. Drawing on the distinction between objective and perceived visual simplicity level (VSL), Eytam, Tractinsky and Lowengart (2017) propose that people tend to rely on perceived VSL in pre-use situations when making decisions about product preferences and choices. Pre-use situations occur when individuals are unable to try out a product and must evaluate it based solely on its visual design. These scenarios are

common, such as when consumers are in an electronics store comparing several models of the same product or when users have multiple options of the same product to choose from to complete a task. In these instances, because there is no direct interaction with the product, customers draw that information for evaluation from design elements. Therefore, rather than objective measurements that can be obtained by using the product, it is the product's perceived complexity that affects the evaluation process. The decision to utilize a simple versus complicated design comes under the brand's plane of expression and conveys distinct brand signals to the consumer, similar to the usage of one color over another (Cavassilas, 2007 from Favier, Celhay & Pantin-Sohier, 2019).

With the emergence of smartphones, the initial design trend was realism, or skeuomorphism, which aimed to make the user's transition from the physical world to the digital world smoother and more familiar. As digital tools became more advanced and users became more comfortable with them, a shift towards flat design emerged, and this trend has now evolved into the current trend of minimalism in design (Moreno, 2021). Apple has been working toward a simple UI design across the iOS upgrades. The calculator is a nice illustration of this change.

Picture 1. Example how Apple developed minimalism in their products



Source: www.sympli.io

Minimalism in UI/UX design often can be characterized as simple, clear, expressive, well-composed and appropriate, highly functional, extensive usage of white and negative space. Three main benefits of using minimalist UI design are: easy usage, fast to load and easy to maintain (Rajput, 2022). The simplicity of minimalist UI design allows intuitive user flows and clear user journeys, which means that users are unlikely to encounter unwanted CTAs, buttons, banners, or pop-ups that may cause confusion. Due to their bare-bones UI, web and mobile apps with minimalist design load much faster than their traditional design counterparts as they do not burden servers with unnecessary components. Minimalist design is highly recommended if your target audience has devices with slower internet connectivity. Because minimalist design incorporates fewer components and clickthroughs, maintaining a web or mobile app with this type of UI is much easier. Upgrading or servicing such a system is also effortless due to the small number of components involved. This results in cost savings for enterprises in the long run, as maintenance expenses are lower (Moreno, 2021, onsightapp.com).

Minimalism is an effort to bring order to a composition that may be overly complicated. While many people assume that minimalist design is simple due to its lack of aesthetic elements, it is important to consider the true purpose of a website or mobile application. Its primary role is to be functional and facilitate efficient usage. Minimalism has excelled in this regard, as its ease, simplicity, and clarity contribute to an enjoyable and comfortable user experience.

3. METHODOLOGY

Quantitative research was used to collect the data from respondents regarding their attitudes about minimalism and the effect of minimalism and minimalistic approach on marketing communication. The questionnaire was distributed in the period from 17 to 19 September 2022 through various channels, including WhatsApp, Instagram Story, Reddit, Discord, and Facebook Groups. Snowball sample was used for data collection, which refers to a non-probability sampling technique in which participants are initially selected based on specific criteria, and then additional participants are recruited through referrals from the initial participants. Initial base was selected from graduate students of digital marketing at the Algebra University College. The snowball distribution method was used on WhatsApp, where the participants were requested to forward the questionnaire to their own contacts. The main goals of research were:

- to gain insight into perceived advertising exposure exhaustion,
- to determine familiarity with minimalism and attitudes toward it and get insights is there any differences based on age and personal monthly income,
- to explore usage of minimalism principles in purchase decision making process,
- to determine difference in liking of minimalistic marketing communication based on the age of the respondents.

For research, six different examples of marketing communications were used, each displayed in three different variants that differ in degree of applied principles of minimalism, in terms of adding or leaving out certain visual elements. In each example, the order of variants was random to make sure that the order does not affect the participants' answers. The participant rated variants of each example on the Likert scale from 1 to 5, where 1 indicated „fully dislike“ and 5 indicated „fully like“ the shown visuals. Following examples of marketing communication were used in research: logo, packaging, outdoor ads, poster and web homepage.

Considering above mentioned goals, six hypotheses in total were developed, out of which three are the main. The focus was on overall attitudes toward minimalism, usage of minimalism in purchase decision making process and liking of minimalism in marketing communication.

The hypotheses were, as follows:

H1: Overall, respondents have a positive attitude toward minimalism.

H1a: Younger respondents have a more positive attitude toward minimalism than older respondents.

H1b: Respondents with higher personal monthly income have a more positive attitude toward minimalism than respondents with lower personal monthly income.

H2: There are more respondents who make purchase decisions based on minimalism principles than respondents who do not use these principles in purchase decisions.

H3: Liking of minimalistic marketing communication is higher than liking of non-minimalistic marketing communication.

H3a: Younger respondents have a higher liking of minimalistic communication than older respondents.

In 3 days, online survey was filled by 550 respondents. Out of those, 61.3% were male and 38.7% female. Age structure was not representative for Croatian population, because share of younger respondents was higher than in population. In the sample, there were 47.3% of respondents younger than 25 years old (Generation Z), 43.5% of respondents between 26 and 41 years old (Generation Y or Millennials), and 9.3% of respondents between 42 and 57 years old (Generation X).

4. FINDINGS

Advertising is a part of marketing communication. Significant number of consumers believe that advertising keeps them informed about products and services in the market. However, a large percentage of them also think that products don't live up to the claims made in advertisements. While numerous people find advertising enjoyable, many consider it to be irritating and more manipulative than informative. Only a small portion of consumers (approximately 20%) agreed that advertised brands are superior to non-advertised ones (Mehta, 2000). Results from this research are in-line with above mentioned, because 92.5% of respondents think they are overly exposed to advertising, and 67.5% perceived that ads have too much information in general.

Attitude toward minimalism was measured with four statements, on a 5-point Likert scale, where 1 means “completely disagree” and 5 means “completely agree”. Before these four questions, respondents were asked about their familiarity with concept of minimalism: „I am familiar with the concept of minimalism, as well as its meaning, characteristics, and scope“. In total, 9.9% of them are not aware of minimalism and to them the concept was explained.

The statements were as follows:

1. I have a positive opinion about minimalism.
2. I believe that living by the principles of minimalism makes me happier.
3. I apply the principles of minimalism when it comes to removing unnecessarily things around me.
4. I apply the principles of minimalism when it comes to decorating my home.

On average, 58.8% of respondents agree with statements about minimalism which means that H1 can be accepted because respondents have positive attitude toward minimalism. Means and standard deviations for all four statements are shown in Table 1. The statements are listed from highest to lowest mean, ranging from 3.49 to 4.09.

Table 1. Attitudes toward minimalism (Means)

Statements	Mean	St. Dev.
I have a positive opinion about minimalism.	4.09	0.91
I believe that living by the principles of minimalism makes me happier.	3.58	1.08
I apply the principles of minimalism when it comes to removing unnecessarily things around me.	3.53	1.12
I apply the principles of minimalism when it comes to decorating my home.	3.49	1.15

Source: Quantitative study by authors

The research covered three different age groups, popularly called Gen Z, Millennials and Gen X. Generation X are people born between 1965 and 1980. They are independent, pragmatic, and technology savvy. Millennials were born between 1981 and 1996. They are extremely comfortable with technology and digital communication, open-minded and globally oriented. Finally, Gen Z are people born after 1997. They are digital natives, diverse, realistic and fully creative (Dimock, 2019). In H1a, it was assumed that younger generation have a more positive attitude toward minimalism overall. In Table 2, answers of different generations are shown for all four statements.

Table 2. Attitudes toward minimalism by age groups (Top 2 Boxes)

Overall statements about minimalism	Top 2 Boxes		
	Gen Z	Millennials	Gen X
S1: I have a positive opinion about minimalism.	70.4%	79.5%	75.5%
S2: I believe that living by the principles of minimalism makes me happier.	49.2%	59.8%	46.9%
S3: I apply the principles of minimalism when it comes to removing unnecessarily things around me.	52.0%	59.0%	47.0%
S4: I apply the principles of minimalism when it comes to decorating my home.	51.2%	57.7%	36.7%

Source: Quantitative study by authors

Average of all statements for each generation are as follows: Gen Z – 3.59, Millennials – 3.79 and Gen X – 3.57. Kruskal-Wallis test was used for testing results because of function skewing to the positive side (Kolmogorov-Smirnov test for all three samples have Z above 6 and $p < 0.05$). Only for statements “I have a positive opinion about minimalism” ($p = 0.006$) and “I apply the principles of minimalism when it comes to decorating my home” ($p = 0.040$), null hypotheses can be rejected on significance level 0.05. Using post-hoc testing significant difference was found among Gen Z and Millennials for S1 ($p = 0.002$) and Millennials and Gen X for S4 ($p = 0.010$).

It means that hypothesis H1a can be accepted partially because Gen Z and Millennials have better attitude toward minimalism, but, on the other hand, Millennials are a generation which finds the closest relationship with minimalism and in two out of four statements this relationship is statistically higher compared to Gen Z.

Table 3. Kruskal-Wallis test for attitudes toward minimalism by monthly income (significance level 0.05)

Overall statements about minimalism	p
I have a positive opinion about minimalism.	0.158
I believe that living by the principles of minimalism makes me happier.	0.596
I apply the principles of minimalism when it comes to removing unnecessarily things around me.	0.172
I apply the principles of minimalism when it comes to decorating my home.	0.052

Source: Quantitative study by authors

Table 3 shows attitudes toward minimalism by personal monthly income. Significant difference among income categories was not found. It means H1b can't be accepted.

Kotler and Armstrong (2018) define purchase decision as a process which goes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. In this study, influence of minimalism on purchase decision was tested with two statements:

1. I am applying the principles of minimalism when it comes to my shopping habits.
2. I used to decide on a product or service because it incorporates and promotes minimalism.

For measurement, a 5-point Likert scale was used. Mean for first statement was 3.51 (sd=1.06) and for second 3.17 (sd=1.31). For both statements it was a high number of „Neither agree or disagree“ answers (Statement 1 – 30.5%, Statement 2 – 26.7%), which means that respondents still do not have a clear understanding and/or attitudes toward minimalism. Nevertheless, based on results, the second hypothesis can be accepted, because majority of customers have been led by minimalistic principles in buying decision process.

Last two hypotheses relate to attitudes toward minimalism in marketing communication. Five different elements of marketing communication were tested for H3: product label, outdoor ad, logo, poster, and web homepage. Measurement was done on a five-point liking scale, where 5 means fully like and 1 means fully dislike. For measuring statistical differences were used t-test for independent samples. It's a common yet erroneous belief that the t-test and linear regression are solely applicable to outcomes with a normal distribution. Both the t-test and linear regression analyse the average of an outcome variable across distinct subjects. Although these tests are valid even with minimal sample sizes when the outcome variable follows a normal distribution, their primary advantage lies in their applicability to any distribution when working with large samples (Lumley et al., 2002).

Picture 2. Tested product labels

Source: <https://www.a2591.com/2010/12/minimalist-effect-in-maximalist-market.html>

The third product on Picture 2, obviously, has the most minimalistic design, while the second is the most complicated because of lots of additional design elements. Average liking for first and second product was 2.95 and third product had the highest liking, 3.88 with 73.3% of respondents who liked the product label. Means were tested with paired t-test and Product 3 in both tests had p value lower than 0.05.

Picture 3. Tested outdoor ads



Source: <https://www.adamnac.com/mad-men-fyc>, <https://billboardprints.com/minimal-billboard-advertising-campaigns/>, <http://thefilmexperience.net/blog/2015/3/28/attending-the-mad-men-black-and-red-ball.html>

Second outdoor was evaluated as the most liked with mean of 3.87. First example had average liking of 3.18, although it is the most minimalistic design, with just two elements, while the Outdoor 3 had average 2.57. Means were tested with t-tested and for all three tests result was $p < 0.05$. Second hypothesis can be accepted because minimalistic outdoor ads got higher liking.

Picture 4. Tested logo



Source: <https://logolook.net/hp-logo/>

First logo had the highest score, 3.78. Last two tested logos had lower liking average, Logo 2 – 2.52 and Logo 3 – 2.98. It is obvious that first logo is fully minimalistic in comparison with other two and additionally using black instead of blue colour. Results of all t-test were $p < 0.05$.

Picture 5. Tested posters



Source: <https://id.pinterest.com/pin/864198615980770918/>, <https://campfire.pictures/pin/the-walk-illustrated-movie-poster-key-art/>

Posters for launch a new movie were the next communication mean which was tested in study. Based on the results respondents most liked Poster 2 (Mean=3.83), after that Poster 3 (Mean=3.73) and finally Poster 1 (Mean=3.07). In this case the most minimalistic poster (Poster 3) did not get the highest score, but the difference between posters two and three is not significant ($p > 0.05$).

Picture 6. Tested web homepages



Source: <https://www.pinterest.com/pin/843439836456833833/>, <https://www.websiteplanet.com/website-builders/mailchimp-website-builder/#overview>, <https://www.nichepursuits.com/emma-vs-mailchimp/>

In testing web homepages average liking for Web 1 was 3.74, for Web 2 it was 3.64 and for Web 3 liking score was 2.33. First and second homepage have significantly higher liking compared to Web 3 ($p < 0.05$). These two examples are not the same from design point of view and Web 3 using more different colours and design elements (e.g. visual). Based on results of testing five different means of marketing communication, third hypothesis can be accepted because in all given tests minimalistic concepts were better liked than communication with complex structure and design. In some cases that difference was statistically significant. The main assumption of H3a is that younger respondents like minimalistic marketing communication more, compared to the older generations. In Table 4, marketing communications with the highest liking scores are marked in green. In three out of five tests, Gen X prefer minimalistic concepts more than younger generations, but only Logo liking has p value below 0.05. Based on these results, H3a cannot be accepted, because age does not influence difference in liking of minimalistic marketing communication.

Table 4. Liking of marketing communication by age

Marketing Communication	Gen Z	Millennials	Gen X	
Product 1	2.87	2.97	3.29	
Product 2	3.05	2.93	2.49	
Product 3*	3.92	3.82	4.00	$p > 0.05$
Outdoor 1*	3.12	3.21	3.35	$p > 0.05$
Outdoor 2	3.90	3.90	3.51	
Outdoor 3	2.60	2.48	2.82	
Logo 1*	3.93	3.74	3.24	$p > 0.05$
Logo 2	2.42	2.47	3.31	
Logo 3	3.02	2.99	2.73	
Poster 1	3.16	2.95	3.14	
Poster 2	3.86	3.83	3.69	
Poster 3*	3.65	3.83	3.86	$p > 0.05$
Web 1*	3.82	3.68	3.67	$p > 0.05$
Web 2	3.71	3.54	3.80	
Web 3	2.36	2.32	2.24	

5. CONCLUSION

Minimalism in marketing communication refers to the practice of using a simple and straightforward approach to convey a message to the target audience. This approach involves using only the necessary elements, such as images, text, and design, to create a clear and concise message. The goal of minimalism is to communicate the message effectively without any unnecessary distractions or clutter. This style can be used across various marketing mediums, such as print ads, websites, social media, and more.

Quantitative research was done on 550, dominantly younger, respondents using snowball sampling method. In the first part of questionnaire, they were asked overall attitudes about minimalism and in second part five marketing communication elements, with different level of minimalism were tested. Overall, all generations have positive attitude toward minimalism, but Millennials are a slightly stand out compared to two other groups. Respondents have been using minimalism during making decisions in buying process. Minimalistic marketing communication are more liked by all respondents but in some cases, it is not clear what is their perception of minimalistic design. Again, there is not clear distinction between generation and no unequivocal conclusion that one generation likes minimalistic communication more than the others.

The general conclusion is that advertisers should more often use a minimalistic approach in all aspects of building their brand image. The minimalistic design in marketing communication has an impact on liking of communication means. Minimalism is appealing to all generations and even more to Millennials than Gen Z.

The main limitations of this research include the sample structure (smaller share of older population), a low number of tested examples of marketing communications (five), and the lack of focus on one category of products or services. From these limitations our future research suggestions arise. In the next studies researchers should include more marketing communications forms like TV commercials, digital videos and other digital communication tools and platforms. It is not clear if there is a difference in using minimalism in different industries (consumer vs. business) or different brands (product vs. service). This may offer future research directions.

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ISTRAŽIVANJE STAVOVA PREMA MINIMALISTIČKOM DIZAJNU U MARKETINŠKIM KOMUNIKACIJAMA

SAŽETAK

Marketinška industrija već dugo osjeća kako zakon opadajućih povrata utječe na raspon pažnje i interes ljudi prema bilo kojem obliku tržišne komunikacije kojoj su izloženi. Marketinškim stručnjacima sve je teže doseći publiku, učinkovito komunicirati i osigurati konverzije. Jedan od mogućih izlaza iz ove situacije je minimalizam. Minimalizam u marketingu temelji se na pristupu „manje je više“, fokusirajući se na manji broj vizualnih elemenata i/ili kratke konstrukcije teksta. Ovo istraživanje ispitalo je opća stajališta prema minimalizmu, uključujući njegov utjecaj na odluke o kupnji te odnos između minimalističkih dizajnerskih elemenata i sviđanja marketinške komunikacije. Utvrđeno je da sve dobne skupine imaju pozitivan stav prema minimalizmu i primjeni njegovih principa u ponašanju tijekom kupovine. Međutim, Milenijalci su ocijenili to bolje od Generacije Z i Generacije X. Ispitanici su bili zamoljeni da ocijene tri različite varijacije pakiranja proizvoda, vanjske oglase, logotipe, plakate i početne web stranice s različitim razinama minimalističkog dizajna koristeći ljestvicu sviđanja od pet stupnjeva. Marketinška komunikacija s minimalističkim elementima više se sviđala nego ne-minimalistička, ali nije moguće zaključiti da mlađa populacija ima veću razinu sviđanja takvih oglasa od starije. Minimalizam će utjecati na veće sviđanje svih sredstava marketinške komunikacije i trebao bi se više koristiti u budućnosti među različitim ciljnim skupinama s obzirom na dob. Izazov bi jedino moglo biti kako utvrditi što kupci smatraju minimalističkim elementima.

KLJUČNE RIJEČI: minimalizam, marketinške strategije, marketinška komunikacija, brendiranje, aspekt i značenje minimalističkog marketinga