

Analyzing the Influence of Visual Communication in Brand Awareness: A Study of Selected Local Pharmaceutical in Santa Ana, Pampanga

Ma. Sheena D. Castro¹, Reyna Joy G. Franco², John Paul Castidades³, Alan Y. Cabaluna⁴, Christine J. Concepcion⁵

¹ School of Business and Accountancy, Holy Cross College, Sta. Lucia, Sta. Ana Pampanga, sheenacastro1@gmail.com

² School of Business and Accountancy, Holy Cross College, Sta. Lucia, Sta. Ana Pampanga, reynajoy51@gmail.com

³ School of Business and Accountancy, Holy Cross College, Sta. Lucia, Sta. Ana Pampanga, johnpaulcastidades126@gmail.com

⁴ College of Business Studies, Don Honorio Ventura State University, aycabaluna@dhvsu.edu.ph

⁵ School of Business and Accountancy, Holy Cross College, Sta. Lucia, Sta. Ana Pampanga, cjconcepcion221@gmail.com

Abstract: The present study explored the significant influence between visual communication and brand awareness in selected local Pharmaceuticals in Santa Ana, Pampanga. The study employed a quantitative approach to navigate and analyze numerical data, utilizing a structured survey instrument as a research tool. The survey questionnaire was distributed to 382 consumers of pharmaceutical products in Santa Ana, Pampanga, uses the traditional method, specifically a paper survey or printed questionnaires. Respondents were selected through a purposive sampling technique. Descriptive correlation was utilized to determine the influence of visual communication in terms of: a) Logo, b) Color, and c) Typography in Brand Awareness in terms of: a) Brand Recognition, b) Brand Recall, and c) Top-of-Mind. The study's findings indicate a strong positive correlation between visual communication and brand awareness. Finally, findings suggest improving visual communication in terms of typography to gain more consumers' attention and focusing more on increasing consumers' brand awareness in terms of the top-of-mind aspect to increase consumers' purchase intentions of pharmaceutical products.

Keywords—Visual Communication, Logo, Color, Typography, Brand Awareness, Brand Recognition, Brand Recall

1. INTRODUCTION

1.1 Background of the Study

The study determines the influences of Visual Communication on Brand Awareness of selected local Pharmaceuticals in Santa Ana, Pampanga. Over the years, businesses continuously explored innovative ways to introduce their products and establish a strong brand identity to gain consumers recognition and trust. Visual communication, which involves the strategic use of logo, typography, and color, has emerged as a critical tool for building brand identity and influencing consumer perception. These elements work together to convey a brand's message, personality, and values, which often can form an emotional connection with consumers even before a product is experienced.

Despite the significant role visual communication plays in marketing, its specific influence within the pharmaceutical industry, especially among local brands remains unexplored. In this sector, where trust, reliability, and clarity are vital, visual identity can be especially impactful. However, many local pharmaceutical brands lack the design expertise or strategic branding knowledge needed to communicate effectively through visual means. This often leads to weak brand recall, reduced consumer trust, and a missed opportunity to distinguish themselves from competitors.

To address this gap, the study utilizes a quantitative, descriptive-correlational research design. Respondents are selected through purposive and random sampling among residents of Sta. Ana, Pampanga, ensuring participants have relevant exposure to pharmaceutical products and can provide meaningful insights into visual branding experiences. The study examines the influence of visual communication elements such as logo, color, and typography, to consumers brand awareness including brand recognition, recall, and top-of-mind awareness. These elements are critical indicators of brand strength and are key to influencing purchasing decisions, especially in sectors like healthcare where trust and confidence are essential.

1.2 Objective of the Study / Statement of the Problem

General Objective

The main objective of this study is to analyze the influence of visual communication on brand awareness in selected local Pharmaceuticals in Santa Ana, Pampanga.

Specific Objectives:

A. Determine how may the respondents perceive Visual Communication in terms of:

A.1 Logo;

A.2 Color; and

A.3 Typography

B. Determine how may Brand Awareness be described in terms of:

B.1 Brand Recognition;

B.2 Brand Recall; and

B.3 Top-of-Mind

C. Identify the significant influence between visual communication and brand awareness in selected local pharmaceuticals in Santa Ana, Pampanga.

D. Give recommendations on how to enhance visual communication strategies to strengthen brand awareness in selected local pharmaceuticals in Santa Ana, Pampanga.

1.3 Significance of the Study

This study aims to identify the influence of visual communication on brand awareness and to provide readers with a further understanding. The data that has been collected will improve and contribute to personal development of:

Pharmaceutical Companies. Pharmaceutical companies can utilize the collected data to better analyze and understand the influence of having a strong visual identity. This is to help them create a strong market presence. By knowing in what way consumers perceive the brand through visual communication, this will take them into creating effective strategies to develop consumers' interest.

Graphic Designer and Marketing Professionals. The study acts as another tool and reference for the graphic designers and marketing professionals to understand the effects of visual communication on consumer behavior and awareness. Therefore, their choices of design increase their creativity and form strategies to attract consumers' attention. By applying the insights from this study, they will make more effective visual strategies which are based on the perception of the consumers.

Consumers. For the welfare of the consumers, this study shapes visual communication perception and awareness of certain brands. They can apply comprehensive critical thinking regarding the elements of visual communication, such as the logos, colors, and typography. This study allows them to increase trust in choosing a brand to patronize since good decision-making may help them be wise and care about their health.

Future Researchers. As for the future researchers, this study serves as one of their references for the same interest of topic they have. In order for them to further understand how visual communication influence consumer's brand awareness. Additionally, this will allow people in the academe to develop theories for visual communication enhancement in businesses.

2. METHODOLOGY

2.1 Research Design

This study used quantitative research, utilizing the descriptive-correlational research design to examine and analyze the influence of visual communication on consumers' brand awareness. According to McCombes (2023), descriptive research design aims to investigate the variables and answer the research questions of what, where, when, and how. The correlational research design examined the relationship between or among two or more variables (Devi et al., 2023). This method helped the researchers obtain the data needed to answer the research problems.

The study specifically identifies the influence of visual communication on brand awareness. The descriptive part of the study describes and assesses the two variables: visual communication and brand awareness. The correlation part of the study examined the relationship between the said two variables so that the researchers could provide their analysis and recommendations on a more effective pharmaceutical branding strategy in Santa Ana, Pampanga. The researchers believe that these factors have helped provide deeper insights into consumer perceptions and purchasing behavior, allowing researchers to conduct a more accurate analysis of how visual communication influences brand awareness in the pharmaceutical industry.

2.2 Population and Sample of the Study

The study's respondents were pharmaceutical consumers of Santa Ana, Pampanga. To identify the needed respondents, the researchers used a Raosoft sample calculator. Given that 56,611 individuals reside in Santa Ana, Pampanga. According to Raosoft, the total number respondents to the study is 382.

The research utilized the purposive sampling technique. According to Nikolopoulou (2023), purposive sampling is a process in which respondents are selected on purpose, wherein identifying the respondents that participated in the study relies on the researcher's judgment as they believe they contain characteristics that are needed for the study. Purposive sampling was utilized to ensure that the data gathered were collected from selected respondents who fit the criteria for the study. In choosing the pharmaceutical brand to be used in the study, the researchers came up with the following criteria: a) well-known pharmaceutical brands that are widely available in Santa Ana and Pampanga and b) pharmaceutical brands with a strong market presence. The researchers also considered one criterion in identifying the target respondents: The respondent must be a consumer of pharmaceutical products in Santa Ana, Pampanga.

2.3 Research Instruments

The researchers utilized a standard and modified survey questionnaire as an instrument for answering the research

questions. The survey questionnaire was adapted from three distinct studies: (a) Abbas (2023) for the variable of logo; (b) Okechukwu (2018) for the variables of color and typography; and (c) Pramana et al. (2024) for the variables of brand awareness in terms of brand recognition, brand recall, and top-of-mind, which is relevant to the researcher's study. To modify the questionnaires, the researchers paraphrased each statement so that the respondents could understand it easily and clearly and that the questions were aligned with the study's objective. The instruments consisted of two parts:

1. Part I focused on visual communication variables such as logo, color and typography, with a total of fifteen (15) items for dependent variable.
2. Part II assessed consumers brand awareness in terms of brand recognition, brand recall, and top-of-mind, with twelve (12) items for independent variable.

2.4 Data Collection Procedure

According to Mishra (2021), data gathering is a crucial step in the research process, allowing researchers to collect, understand, and monitor relevant information through figures, facts, and statistics. In this study, the researchers employed a face-to-face survey method, using questionnaires adapted from related studies to ensure the collection of accurate and sufficient data. To begin the process, the researchers sought formal permission from the Dean of the School of Business and Accountancy and the Business Research Professor of Holy Cross College to conduct the survey in Santa Ana, Pampanga.

Upon approval, printed questionnaires and informed consent forms were distributed to the respondents. The researchers explained the purpose of the study and clarified key terms to ensure participants fully understood their role. After the surveys were completed, the responses were collected, analyzed, and interpreted to guide the study's findings and recommendations.

2.5 Statistical Treatment

The researchers' data were compiled and analyzed using statistical measures. The obtained data were verified, encoded, computed, and analyzed statistically. Researchers used it to give insights and recommendations for a more enhanced visual communication strategy.

Data Processing, as defined by Duggal (2025), involves collecting raw data and turning it into usable information step-by-step, which many organizations use. Moreover, the gathered data is transformed into graphs or charts for easy understanding. And according to Vishak (2024), statistical treatment is a procedure where the raw data that are collected are simplified and interpreted to create decisions. This study used statistical treatment to test hypotheses, compare various

data sets, and examine the relationships between visual communication and brand awareness.

A weighted mean was utilized to describe the influence of visual communication in brand awareness to calculate the average value of the data. A mathematical computation known as the weighted mean considers the relative significance of each number in a set (Vipin, 2023). This is beneficial when calculating a theoretically expected event with a varying probability of occurring.

The researchers utilized the Likert scale, specifically a four-point Likert scale, to evaluate the assessment of visual communication and its influence on brand awareness and to get appropriate weighted mean and create a descriptive rating.

The following four-point Likert scale will be used:

Table 1: Likert Scale

Scale Value	Range Interval	Descriptive Interpretation
4	3.26-4.00	Strongly Agree
3	2.51-3.25	Agree
2	1.76-2.50	Disagree
1	1.00-1.75	Strongly Disagree

Regression analysis was used to easily determine the significant influence between visual communication and brand awareness. This treatment explains the two variables in order to recognize and characterize the influence among the variables. Consequently, this gave measurements, strength, and direction to the variables. Furthermore, the context of this study helped the researchers in the identification of the influence of visual communication and brand awareness.

3. RESULTS AND DISCUSSION

This portion of the study shows the analysis and interpretation of the gathered data from the group of respondents.

A. The Respondents' Assessment of Visual Communication

Logo

Table 2 illustrates the respondents' level of agreement on Visual Communication regarding the Logo. Based on the results, all five indicators received a similar verbal interpretation of "Strongly Agree," and with weighted means of 3.55, 3.54, 3.55, 3.53, and 3.47, respectively. The result shows that indicators 1 and 3 received the same highest weighted mean of 3.55, while indicator 5 received the lowest weighted mean of 3.47. Overall, the assessment of respondents in Visual Communication in terms of Logo got

an overall mean score of 3.53, which was noted as Strongly Agree.

Table 2: Logo

Indicators	Weighted Mean	Verbal Interpretation
The logo design is visually attractive and appealing.	3.55	Strongly Agree
The logo design is distinct, which makes it easy to recognize and identify from others.	3.54	Strongly Agree
The logo design conveys a sense of trust and reliability.	3.55	Strongly Agree
The logo design is unique and memorable, making it easy to stick in the mind and stand out from others.	3.53	Strongly Agree
The logo design communicates the brand's focus on health and well-being.	3.47	Strongly Agree
Grand Mean	3.53	Strongly Agree

Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.

Color

Table 3 Table 4 illustrates the respondents' level of agreement on Visual Communication in terms of Color. As per the results, all five indicators received a similar verbal interpretation of Strongly Agree, with a weighted mean of 3.66, 3.62, 3.55, 3.62, and 3.63, respectively. Indicator 1 received the highest weighted mean of 3.66, while Indicator 3 received the lowest weighted mean of 3.55. Overall, the assessment of respondents in visual communication in terms of color received an overall mean score of 3.62, which was noted as "Strongly Agree." Hence, suggests that visual communication has a positive influence in terms of Color.

Table 3: Color

Indicators	Weighted Mean	Verbal Interpretation
The brand's color palette evokes calmness, trust, and healing.	3.66	Strongly Agree
The brand's color choices help it stand out and make it easily recognizable.	3.62	Strongly Agree
The colors the brand uses contribute to a positive perception of the brand.	3.55	Strongly Agree
The brand's color scheme makes the brand feel welcoming and engaging.	3.62	Strongly Agree
The brand's color choices reinforce the brand's overall image and messaging.	3.63	Strongly Agree
Grand Mean	3.62	Strongly Agree

Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.

Typography

Table 4 illustrates the respondents' level of agreement on Visual Communication in terms of typicality. According to the results, the overall mean weight is 3.48, indicating that the majority of respondents strongly agree with the effectiveness of typography in visual communication. The provided table shows that each indicator has a calculated weighted mean of 3.49, 3.45, 3.44, 3.47, and 3.57, respectively, and received a similar verbal interpretation of Strongly Agree. Furthermore, indicator 5 obtained the highest weighted mean score of 3.57, while indicator 3 received the lowest weighted mean of 3.44. Overall, this suggests how typography has a positive effect as one of the elements of effective visual communication.

Table 4: Typography

Indicators	Weighted Mean	Verbal Interpretation
The brand's typography provides clear and easy-to-read text, making the message easy to understand.	3.49	Strongly Agree
The brand's typography provides a unique visual style, making it easy to remember.	3.45	Strongly Agree
The brand's typography effectively conveys its core message.	3.44	Strongly Agree
The font choice is appropriate for the pharmaceutical industry and its target audience.	3.47	Strongly Agree
The brand's typography reflects its values (e.g., trustworthiness, professionalism, and caring).	3.57	Strongly Agree
Grand Mean	3.48	Strongly Agree

Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.

B. The Respondents' Assessment of Brand Awareness

Brand Recognition

Table 5 indicates the respondents' agreement level regarding brand awareness and Brand recognition. All four indicators received a similar verbal interpretation of Strongly Agree, which is highly consistent with their respective mean scores of 3.53, 3.47, 3.46, and 3.44. indicator 1 received the highest weighted mean of 3.53, whereas Indicator 4 received the lowest weighted mean of 3.44. The overall mean score of brand recognition is 3.48, which corresponds to a verbal interpretation of Strongly Agree. This indicates that the respondents Strongly Agree with the influence of visual communication of the selected local Pharmaceuticals on brand recognition is evident.

Table 5: Brand Recognition

Indicators	Weighted Mean	Verbal Interpretation
A pharmaceutical brand's visual communication elements (logo, color, and typography) make me aware of the brand I am purchasing.	3.53	Strongly Agree
Due to its unique and consistent visual communication, I can easily recognize a pharmaceutical brand anywhere and anytime.	3.47	Strongly Agree
The pharmaceutical's consistent positive visual communication contributes significantly to my ability to recognize it.	3.46	Strongly Agree
A pharmaceutical brand's visual communication makes it easy for me to distinguish and recognize it from others.	3.44	Strongly Agree
Grand Mean	3.48	Strongly Agree

Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree.

Brand Recall

Table 6 presents the level of agreement among respondents regarding brand awareness in terms of brand recall. Based on the results, all four indicators received a similar verbal interpretation of Strongly Agree, with a weighted mean of 3.48, 3.37, 3.40, and 3.42, respectively. Indicator 1 obtained the highest weighted mean of 3.48, while Indicator 2 received the lowest weighted mean of 3.37. Overall, the respondents' assessment of brand awareness in terms of brand recall got an overall mean score of 3.42, which was noted as Strongly

Agree. This entails that respondents can recall a pharmaceutical brand because of its effective visual communication.

Table 6: Brand Recall

<i>Descriptive Analysis and Verbal Interpretation of Brand Recall</i>		
Indicators	Weighted Mean	Verbal Interpretation
Even after a few weeks, I still recall a pharmaceutical brand because of its memorable visual communication elements.	3.48	Strongly Agree
I am likelier to remember a pharmaceutical brand with unique and creative visual communication than others.	3.37	Strongly Agree
I can confidently recall a pharmaceutical brand due to its distinctive visual communication without confusing it with others.	3.40	Strongly Agree
A pharmaceutical brand with clear and consistent visual communication is easier for me to recall.	3.42	Strongly Agree
Grand Mean	3.42	Strongly Agree
<i>Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree</i>		

Top-of-Mind

Table 7 presents the respondents' level of agreement on brand awareness regarding top-of-mind. The overall weight mean score is 3.50, with a verbal interpretation of Strongly Agree. The table shows that each indicator has a calculated weight mean of 3.54, 3.50, 3.47, and 3.50, respectively. These values correspond to a verbal interpretation of Strongly Agree. Indicator 1 received the highest weighted mean score of 3.54, while Indicator 3 received the lowest mean score of 3.47. The results imply that respondents agreed that brand awareness in terms of Top-of-mind is evident when talking about the effectiveness of visual communication within selected local Pharmaceuticals.

Table 7: Top-of-Mind

<i>Descriptive Analysis and Verbal Interpretation of Top of Mind</i>		
Indicators	Weighted Mean	Verbal Interpretation
I always know which pharmaceutical brand to purchase because of its effective visual communication.	3.54	Strongly Agree
A pharmaceutical brand's unique visual communication (logo, color, typography) ensures that it is the first brand I think of when I need a health product.	3.50	Strongly Agree
When I think about pharmaceutical products, I can easily distinguish this brand from others due to its visual communication that stand out from others.	3.47	Strongly Agree
I would be more likely to recommend a pharmaceutical brand that has strong and recognizable visual communication, keeping it top-of-mind.	3.50	Strongly Agree
Grand Mean	3.50	Strongly Agree
<i>Legend: 1.00 – 1.75: Strongly Disagree, 1.76 – 2.50: Disagree, 2.51 – 3.25: Agree, 3.26 – 4.00: Strongly Agree</i>		

4. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

4.1 Summary of Findings

A. Assessment of Visual Communication

Respondents strongly agree that visual communication elements such as logo, color, and typography significantly influence brand awareness in selected local pharmaceuticals

in Santa Ana, Pampanga. Findings indicate that logo was perceived as visually appealing, recognizable, and trustworthy, effectively communicating the brand's focus on health and well-being. Color also received strong agreement, with respondents noting its role in enhancing brand recognition, reinforcing brand messaging, and evoking a sense of trust and healing. Typography was similarly rated highly, with respondents acknowledging its contribution to clarity, memorability, and the overall visual identity of the brand. Together, these elements were found to positively influence consumers' brand awareness.

B. Assessment of Brand Awareness

Respondents strongly agree that effective visual communication significantly influence brand awareness in terms of brand recognition, recall, and top-of-mind awareness. For brand recognition, findings indicate that unique and consistent visual elements enable consumers to easily identify and distinguish pharmaceutical brands in Santa Ana, Pampanga. In terms of brand recall, respondents emphasized that clear, memorable, and well-designed visuals help them remember brands more easily, reinforcing the importance of distinct and consistent communication. Regarding top-of-mind awareness, results show that brands with strong visual identities are more likely to be the first recalled and recommended by consumers, highlighting the power of visual communication in shaping lasting consumer impressions and preferences.

C. Significant Influence between Visual Communication and Brand Awareness on selected Local Pharmaceuticals in Sta. Ana, Pampanga

A strong positive correlation ($r = 0.723$, $p = 0.000$) confirms that visual communication significantly influences brand awareness. This suggest that the effective use of visual elements such as logo, color, and typography has a considerable influence on consumers' ability to recognize, recall, and prioritize a brand. Thus, confirms that effective visual communication significantly influences brand awareness, leading to the rejection of the null hypothesis.

4.2 CONCLUSIONS

A. Respondents perceive visual communication elements such as logo, color, and typography, as key drivers of brand awareness, with color having the most significant impact and typography the least. Consistency in these elements enhances trust and engagement, while inconsistencies may weaken brand identity.

B. Visual communication significantly influences brand awareness components such as brand recognition, recall, and top-of-mind awareness. Brands with distinct and consistent visual identities are more likely to be recognized, remembered, and top-of-mind among consumers. Top-of-

mind awareness emerged as the most evident, while brand recall was the least.

C. A strong positive correlation ($r = 0.723$, $p = 0.000$) confirms that visual communication significantly influences brand awareness, leading to the rejection of the null hypothesis. Consistent and strategic use of visual elements strengthens consumer recognition and recall in the competitive pharmaceutical market.

4.3 RECOMMENDATIONS

The recommendations on the study:

1. Typography was found to be the least impactful element of visual communication. Local pharmaceuticals in Santa Ana, Pampanga, should improve their font choices by conducting a typography audit, prioritizing readability, and ensuring brand alignment. Limiting font selections to 2–3 styles and developing a typography style guide can promote consistency. Testing font readability with target audiences, including pharmacists and healthcare professionals, is also recommended to ensure clarity and effectiveness in communication.

2. Since brand recall scored the lowest among brand awareness components, local pharmaceuticals should focus on maintaining a consistent visual identity across all platforms. This includes using unified logos, colors, and typography. Creating a memorable and unique design that highlights brand values can improve recall. Implementing brand tracking tools such as consumer surveys, and increasing social media presence, can also help reinforce visibility and deepen consumer recognition over time.

3. A strong correlation between visual communication and brand awareness suggests that pharmaceutical brands must continue refining their strategies. Conducting market research to understand consumer preferences, and tracking brand awareness metrics, can help identify which visual elements are most effective. These data-driven insights allow brands to optimize their designs and ensure consistent engagement with their target market.

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