

# Branding the Artist: How Personal Style Influences Commercial Success in Oil Painting: A Study of Nature-Themed Expressive Realism in Contemporary Art

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## ABSTRACT

In the contemporary art market, developing a distinctive personal style is essential for establishing artistic identity and achieving commercial sustainability. As globalization expands the reach of visual culture, artists increasingly act as cultural entrepreneurs, building recognition through consistent themes, techniques, and visual narratives. This study examines how personal style shapes artistic branding and influences commercial success in oil painting, with a focus on nature-themed expressive realism.

The research analyzes two oil paintings created by the author: *Loving Birds* (5 × 3 ft) and *The Mother Love* (3 × 2 ft). Both works depict birds in intimate natural settings, symbolizing romantic companionship and maternal care. The study aims to explore how thematic consistency, emotional storytelling, and technical execution contribute to a cohesive artistic brand and enhance market appeal.

Using a qualitative visual analysis methodology informed by branding theory, cultural capital theory, and art market economics, the paintings are examined for composition, color harmony, subject representation, narrative symbolism, and stylistic coherence. Comparative analysis identifies recurring visual elements, leading to the definition of the artist's emerging style as Emotional Wildlife Realism, which integrates realistic anatomical detailing with expressive emotional narratives.

Findings indicate that emphasizing universal emotions such as love, care, and harmony strengthens audience engagement, reinforces brand identity, and enhances the commercial potential of artworks across decorative, cultural, and contemporary art markets.

**Keywords:** Artistic branding, oil painting, wildlife art, emotional realism, art market, commercial success.

## 1. INTRODUCTION:

The globalization of the contemporary art market has increasingly positioned artists as cultural entrepreneurs, where artistic style functions not only as aesthetic expression but also as a form of brand identity. In oil painting, maintaining thematic and visual consistency strengthens artistic recognition and enhances collectors' confidence. This study examines how two nature-based oil paintings featuring birds in intimate relational contexts contribute to the development of a cohesive artistic identity. As Philip

Kotler and Kevin Lane Keller (2016) explain, “A strong brand is built through consistent identity and meaningful differentiation.”

The selected artworks ‘Loving Birds’ and ‘The Mother Love’ portray emotional connections within the natural world through realistic depiction and symbolic storytelling. While *Loving Birds* represents companionship and romantic harmony between two birds perched on a blossoming branch, *The Mother Love* illustrates maternal care through the dynamic act of a mother bird feeding her chicks in mid-flight. Both paintings share stylistic elements such as realistic anatomical detailing, atmospheric backgrounds, balanced compositions, and emotionally expressive narratives. Both paintings were created by the author Dr. Pradeep Kumar Mandal on canvas using oil colors, inspired by personal imagination and interpretation of nature. The compositions reflect the artist’s creative vision, combining wildlife observation with emotional storytelling that expresses themes of love, care, and harmony in nature (see Figures 1 and 2).



From this analysis, the artist’s emerging personal style may be defined as Emotional Wildlife Realism, characterized by the integration of naturalistic representation with symbolic emotional themes such as love, nurturing, and harmony in nature. This stylistic consistency establishes a recognizable artistic brand rooted in nature-based storytelling. As Olav Velthuis (2005) notes in his study of art market economics, “The value of artworks is shaped not only by technique but also by the narrative and identity associated with the artist.”

The study is conceptually supported by brand identity theory, cultural capital theory, and art market economics, which collectively emphasize the role of symbolic meaning, artistic reputation, and thematic consistency in shaping market perception and pricing.

Through thematic continuity and emotional symbolism, the artworks demonstrate how wildlife imagery can function both as expressive art and as a strategic branding framework. This approach positions the artist within a niche that combines ecological sensitivity, emotional universality, and decorative appeal, thereby expanding opportunities in contemporary art markets, interior décor, and thematic art collections.

## 2. OBJECTIVES OF THE STUDY:

The primary objective of this study is to examine how personal style in oil painting contributes to artistic branding and commercial success. Specifically, the study aims to:

- 2.1 To analyze the stylistic elements of *Loving Birds* and *The Mother Love* as representations of emotional wildlife realism.
- 2.2 To identify how thematic consistency (love, motherhood, harmony in nature) contributes to brand identity formation.
- 2.3 To examine the relationship between emotional storytelling and market appeal in contemporary oil painting.
- 2.4 To explore how branding theory and cultural capital theory explain commercial success in nature-themed art.
- 2.5 To evaluate potential market applications of emotionally expressive wildlife paintings in decorative and fine art sectors.

## 3. PROBLEM STATEMENT:

While extensive research exists on branding in commercial industries (Kotler & Keller, 2016) and the role of symbolic value in cultural economics (Bourdieu, 1986; Throsby, 2001), there is a noticeable lack of studies focusing on how individual painters strategically develop their brand identity through thematic and stylistic consistency. Specifically, limited attention has been given to the role of emotional wildlife realism in shaping commercial success, and to how symbolic narratives in nature-themed art influence market positioning. Most existing literature emphasizes established global artists, auction markets, or large-scale commercial art transactions (Velthuis, 2005), leaving a knowledge gap regarding emerging and independent artists who rely on personal creativity and thematic storytelling to differentiate themselves. This research is therefore essential to understand how such artists can leverage emotional storytelling in wildlife oil paintings to build a cohesive artistic brand, enhance recognition, and increase market viability. The findings will be particularly valuable for emerging painters, art marketers, collectors, and cultural entrepreneurs, offering insights into how personal style and thematic consistency can serve as tools for both artistic expression and sustainable commercial positioning. By addressing this gap, the study provides a framework for integrating creative vision with strategic branding, contributing to the practical and economic sustainability of contemporary independent art practices.

## 4. SCOPE OF THE STUDY:

This study is confined to an in-depth visual and conceptual analysis of two original oil paintings created by the author: *Loving Birds* (5 × 3 ft) and *The Mother Love* (3 × 2 ft). The research specifically explores nature-themed expressive realism as a stylistic approach and investigates how thematic consistency and emotional storytelling contribute to the development of a recognizable artistic brand. It also examines how these stylistic and thematic choices influence commercial positioning within decorative, cultural, and contemporary art markets.

The study emphasizes qualitative visual analysis rather than quantitative measures such as sales data, auction records, or consumer surveys. By focusing on composition, color harmony, subject representation, narrative symbolism, and stylistic coherence, the research aims to uncover the underlying principles through which emerging artists can create a cohesive personal style that serves both artistic and commercial purposes.

The significance of this research lies in its potential to bridge a gap in the literature concerning independent and emerging painters, who often lack guidance on branding strategies within the art market. By demonstrating how emotional wildlife realism and symbolic nature storytelling can function as identity markers, the study provides practical insights for artists seeking brand differentiation, audience engagement, and market recognition. Furthermore, the findings are relevant to art educators, curators, collectors, and cultural entrepreneurs who are interested in understanding the intersection of personal style, narrative symbolism, and commercial viability in contemporary oil painting.

In essence, the study contributes to the broader discourse on artistic branding, highlighting how creativity, emotion, and thematic coherence can simultaneously serve aesthetic, cultural, and commercial objectives.

## 5. LIMITATIONS:

This study is limited to the analysis of only two oil paintings and relies on qualitative visual interpretation rather than quantitative sales data or collector feedback. Market insights are based on theoretical perspectives, making the findings context-specific and not necessarily generalizable across all art genres. Future research could expand the scope by including buyer perception surveys, comparative studies of other wildlife artists, and empirical auction or pricing data to strengthen commercial insights.

## 6. REVIEW OF LITERATURE:

**6.1 Lynton (2019)** states that personal style serves as an identity marker in the art market. Artists who maintain consistent visual and thematic language enhance recognition, build brand equity, and strategically differentiate themselves from peers.

**6.2 Chia (2018)** observes that wildlife and nature-themed art, when combined with expressive realism, resonates widely due to its universal emotional appeal. Themes such as nurturing, love, and harmony strengthen both aesthetic appreciation and market interest.

**6.3 Kotler & Keller (2016)** argue that branding in creative industries involves creating differentiation and recognition through consistent identity markers, including thematic and stylistic elements. In visual arts, repeated motifs and personal style function as essential tools for building an artist's brand.

**6.4 Hagtvedt & Patrick (2009)** emphasize that emotional storytelling in visual arts strengthens audience connection and loyalty. Paintings that evoke empathy or relatable experiences enhance both cultural engagement and commercial viability.

**6.5 Velthuis (2005)** notes that narrative and reputation are critical determinants of pricing and market positioning in the contemporary art market. Emotional storytelling and thematic coherence increase the perceived authenticity of artworks and influence collector engagement.

**6.6 Throsby (2001)** emphasizes the economic significance of symbolic content in art. According to him, artworks that carry emotional, cultural, or environmental narratives can achieve higher market valuation and attract collectors who value meaning alongside aesthetic quality.

**6.7 Bourdieu (1986)** highlights that symbolic and cultural capital enhances the value of artworks beyond their material or technical quality. Art that communicates universal themes and emotional narratives gains cultural legitimacy, which can translate into commercial success.

## 7. RESEARCH METHODOLOGY:

This study adopts a mixed qualitative and quantitative research approach to examine how personal style

in oil painting contributes to artistic branding and commercial success, with a focus on nature-themed expressive realism. The research combines visual analysis of artworks with survey-based data collection to understand audience perception and market relevance.

## 7.1 Data Sources:

**7.1.1 Primary Data:** The primary data includes the two oil paintings created by the author—*Loving Birds* (5 × 3 ft) and *The Mother Love* (3 × 2 ft). The artworks are analyzed for composition, thematic focus, color harmony, anatomical realism, and symbolic storytelling. Additionally, a structured questionnaire survey was conducted with a sample size of 100 respondents, comprising art enthusiasts, collectors, interior designers, and gallery visitors. The questionnaire included questions on aesthetic appeal, emotional resonance, thematic clarity, and purchase interest.

**7.1.2 Secondary Data:** Secondary data was collected from literature on branding theory (Kotler & Keller, 2016), cultural capital (Bourdieu, 1986; Throsby, 2001), art market economics (Velthuis, 2005), and research on wildlife art and emotional storytelling (Chia, 2018; Lynton, 2019). These sources provide theoretical context and market insights.

## 7.2 Data Collection and Analysis:

Visual analysis of the paintings and survey responses form the core of the study. Questionnaire responses will be quantitatively interpreted and discussed to understand audience perception, emotional engagement, and market potential. Recurring patterns in visual elements and survey feedback are combined to define the artist's emerging style as Emotional Wildlife Realism and evaluate its effectiveness in branding and commercial positioning.

By integrating artwork analysis with empirical audience feedback, the study provides a comprehensive understanding of how personal style, thematic consistency, and emotional storytelling enhance both artistic identity and commercial viability.

## 8. RESULTS AND DISCUSSION:

The survey sample comprised 100 respondents, representing a diverse demographic in terms of age, gender, education, and occupation. In terms of age, the largest group was 31–45 years (42%), followed by 46–60 years (30%) and 21–30 years (28%), indicating a balanced representation of young to middle-aged adults. Gender distribution was relatively even, with 54% male and 46% female respondents. Regarding educational background, the majority held postgraduate degrees (52%), followed by undergraduate qualifications (38%) and doctorates (10%), reflecting a well-educated sample likely to engage thoughtfully with art. The occupational profile included corporate professionals (30%), art professionals and students (20%), business owners (18%), interior designers (12%), homemakers (10%), and other occupations (10%). Overall, the demographic composition demonstrates a diverse group of participants with varying levels of education, professional exposure, and potential interest in art, providing a representative sample for analyzing perceptions of emotional wildlife realism and its impact on artistic branding and commercial appeal.

### 8.1 Realistic Detailing Enhances Visual Appeal:

**Interpretation:** Respondents were asked whether realistic detailing of birds enhances the overall visual appeal of the paintings. The results indicate that a significant majority of respondents 87% selected (*Strongly Agree* 50 and *Agree* 37), while 8% were neutral and 5% disagreed. By occupation, Corporate Professionals (27 respondents, 90%), Business Owners (16 respondents, 89%), Interior Designers (11

respondents, 92%), Art Professionals/Students (17 respondents, 85%), Homemakers (7 respondents, 70%), and Others (9 respondents, 90%) showed varying levels of agreement. The high mean score of 4.30 indicates strong positive perception across all groups. This suggests that realistic detailing significantly enhances both visual quality and commercial appeal of the artworks. From a branding perspective, technical realism builds professional credibility, high-detail execution increases trust in artistic quality, and it strengthens “Emotional Wildlife Realism” as a distinctive brand identity.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	0	1	2	12	15	30
Business Owners	0	1	1	7	9	18
Interior Designers	0	0	1	4	7	12
Art Professionals/Students	1	0	2	6	11	20
Homemakers	1	1	1	4	3	10
Others	0	0	1	4	5	10
<b>Total</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>37</b>	<b>50</b>	<b>100</b>

### 8.2 Emotional Interaction Creates Psychological Connection:

**Interpretation:** Respondents were asked whether the emotional interaction between the birds creates a strong psychological connection with the viewer. The results indicate that a significant majority of respondents 88% selected (*Strongly Agree* 55 and *Agree* 33), while 7% were neutral and 5% disagreed. By occupation, Corporate Professionals (25 respondents, 89%), Business Owners (16 respondents, 89%), Interior Designers (11 respondents, 92%), Art Professionals/Students (13 respondents, 81%), Homemakers (12 respondents, 86%), and Others (11 respondents, 92%) showed varying levels of agreement. The mean score of 4.37 indicates that most viewers experience strong emotional engagement, highlighting the effectiveness of the paintings in creating a psychological connection through expressive interaction.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	0	1	2	9	16	28
Business Owners	0	1	1	6	10	18
Interior Designers	0	0	1	4	7	12
Art Professionals/Students	1	1	1	5	8	16
Homemakers	0	1	1	5	7	14
Others	0	0	1	4	7	12
<b>Total</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>33</b>	<b>55</b>	<b>100</b>

### 8.3 Combination of Realism and Emotional Storytelling Makes the Artwork Distinctive:

**Interpretation:** Respondents were asked whether the combination of realism and emotional storytelling makes these paintings distinctive compared to other wildlife artworks. The results indicate that a significant majority of respondents 82% selected (*Strongly Agree* 42 and *Agree* 40), while 10% were

neutral and 8% disagreed. By occupation, Corporate Professionals (23 respondents, 82%), Business Owners (15 respondents, 83%), Interior Designers (11 respondents, 69%), Art Professionals/Students (12 respondents, 86%), Homemakers (11 respondents, 79%), and Others (10 respondents, 83%) showed varying levels of agreement. The mean score of 4.13 indicates that most viewers perceive the artworks as stylistically unique, highlighting the effectiveness of combining realism with emotional narrative.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	1	1	3	12	11	28
Business Owners	0	1	2	7	8	18
Interior Designers	0	0	1	5	6	12
Art Professionals/Students	1	1	2	6	6	16
Homemakers	1	1	1	5	6	14
Others	0	1	1	5	5	12
<b>Total</b>	<b>3</b>	<b>5</b>	<b>10</b>	<b>40</b>	<b>42</b>	<b>100</b>

#### 8.4 Recurring Themes Increase Artist Recognition:

**Interpretation:** Respondents were asked whether recurring themes such as love and motherhood increase recognition of the artist’s style. The results indicate that a significant majority of respondents 75% selected (*Strongly Agree* 34 and *Agree* 41), while 12% were neutral and 13% disagreed. By occupation, Corporate Professionals (34 respondents, 62.5%), Business Owners (18 respondents, 75%), Interior Designers (14 respondents, 82%), Art Professionals/Students (12 respondents, 75%), and Homemakers (7 respondents, 70%) showed varying levels of agreement. The mean score of 4.08 indicates that consistent thematic elements are widely perceived as enhancing the artist’s recognition and supporting a distinct personal style.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	1	2	3	15	19	40
Business Owners	1	2	3	10	8	24
Interior Designers	0	1	2	8	6	17
Art Professionals/Students	1	1	2	5	7	16
Homemakers	1	1	1	3	4	10
Others	1	1	1	0	0	5
<b>Total</b>	<b>5</b>	<b>8</b>	<b>12</b>	<b>41</b>	<b>34</b>	<b>100</b>

#### 8.5 Emotional Focus Strengthens Brand Identity:

**Interpretation:** Respondents were asked whether an emotional focus on love and nurturing strengthens the artist’s brand identity. The results indicate that a significant majority of respondents 86% selected (*Strongly Agree* 48 and *Agree* 38), while 8% were neutral and 6% disagreed. By occupation, Corporate

Professionals (26 respondents, 87%), Business Owners (15 respondents, 83%), Interior Designers (11 respondents, 92%), Art Professionals/Students (16 respondents, 80%), Homemakers (8 respondents, 80%), and Others (10 respondents, 100%) showed varying levels of agreement. The mean score of 4.32 indicates strong consensus on the role of emotional themes in reinforcing brand identity.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	1	1	2	12	14	30
Business Owners	0	1	2	7	8	18
Interior Designers	0	0	1	4	7	12
Art Professionals/Students	1	1	2	6	10	20
Homemakers	0	1	1	5	3	10
Others	0	0	0	4	6	10
<b>Total</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>38</b>	<b>48</b>	<b>100</b>

### 8.6 Repeated Themes Increase Memorability:

**Interpretation:** Respondents were asked whether repeated themes in artwork increase the memorability of the artist’s work. The results indicate that a significant majority of respondents 75% selected (*Strongly Agree* 40 and *Agree* 35), while 11% were neutral and 14% disagreed. By occupation, Corporate Professionals (23 respondents, 79%), Business Owners (13 respondents, 72%), Interior Designers (10 respondents, 83%), Art Professionals/Students (14 respondents, 74%), Homemakers (7 respondents, 64%), and Others (8 respondents, 73%) showed varying levels of agreement. The mean score of 4.15 indicates that most viewers perceive thematic repetition as important for enhancing recognition and recall of the artist’s work.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	1	2	3	11	12	29
Business Owners	1	2	2	6	7	18
Interior Designers	0	1	1	5	5	12
Art Professionals/Students	2	1	2	6	8	19
Homemakers	1	1	2	4	3	11
Others	1	1	1	3	5	11
<b>Total</b>	<b>6</b>	<b>8</b>	<b>11</b>	<b>35</b>	<b>40</b>	<b>100</b>

### 8.7: Emotional Paintings Are More Appealing:

**Interpretation:** Respondents were asked whether paintings that convey strong emotions are more appealing to viewers. The results indicate that a significant majority of respondents 89% selected (*Strongly Agree* 55 and *Agree* 34), while 7% were neutral and 4% disagreed. By occupation, Corporate Professionals (11 respondents, 92%), Business Owners (25 respondents, 89%), Interior Designers (15

respondents, 83%), Art Professionals/Students (14 respondents, 87.5%), Homemakers (12 respondents, 86%), and Others (12 respondents, 100%) showed varying levels of agreement. The high mean score of 4.41 reflects a strong positive perception among respondents. This indicates that emotional expression in paintings greatly increases their attractiveness and appeal to viewers, and it may also enhance their market value and audience connection.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	0	0	1	5	6	12
Business Owners	0	1	2	9	16	28
Interior Designers	1	0	2	6	9	18
Art Professionals/Students	0	1	1	6	8	16
Homemakers	0	1	1	4	8	14
Others	0	0	0	4	8	12
<b>Total</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>34</b>	<b>55</b>	<b>100</b>

### 8.8 Emotional Storytelling Increases Purchase Intention:

**Interpretation:** Respondents were asked whether emotional storytelling in paintings increases their willingness to purchase the artwork. The results indicate that a significant majority of respondents 80% selected (*Strongly Agree* 36 and *Agree* 44), while 12% were neutral and 8% disagreed. By occupation, Corporate Professionals (13 respondents, 87%), Business Owners (15 respondents, 83%), Interior Designers (22 respondents, 81%), Art Professionals/Students (12 respondents, 75%), Homemakers (10 respondents, 71%), and Others (8 respondents, 80%) showed varying levels of agreement. The mean score of 4.18 indicates a generally positive perception. This suggests that emotional storytelling in paintings can positively influence viewers’ purchase intention and make the artwork more attractive to buyers.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	0	0	2	7	6	15
Business Owners	0	1	2	8	7	18
Interior Designers	0	2	3	14	8	27
Art Professionals/Students	1	1	2	8	4	16
Homemakers	1	1	2	4	6	14
Others	0	1	1	3	5	10
<b>Total</b>	<b>2</b>	<b>6</b>	<b>12</b>	<b>44</b>	<b>36</b>	<b>100</b>

### 8.9 Narrative Increases Perceived Value:

**Interpretation:** Respondents were asked whether artworks with a clear narrative or story increase their perceived value. The results indicate that a significant majority of respondents 87% selected (*Strongly*

Agree 54 and Agree 33), while 8% were neutral and 5% disagreed. By occupation, Corporate Professionals (15 respondents, 83%), Business Owners (25 respondents, 89%), Interior Designers (13 respondents, 81%), Art Professionals/Students (22 respondents, 100%), Homemakers (11 respondents, 78.5%), and Others (11 respondents, 92%) showed varying levels of agreement. The high mean score of 4.36 reflects a strong positive perception, suggesting that a clear narrative enhances how viewers value and appreciate artworks.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	0	1	2	8	7	18
Business Owners	0	1	2	12	13	28
Interior Designers	0	1	2	7	6	16
Art Professionals/Students	0	0	0	6	16	22
Homemakers	1	1	1	4	7	14
Others	0	0	1	6	5	12
<b>Total</b>	<b>1</b>	<b>4</b>	<b>8</b>	<b>33</b>	<b>54</b>	<b>100</b>

### 8.10 Consistent Style and Thematic Focus:

**Interpretation:** Respondents were asked whether consistent artistic style, emotional themes, and narrative content contribute to branding, professional credibility, and perceived cultural value. The results indicate that a significant majority of respondents 89% selected (*Strongly Agree* 55 and *Agree* 34), while 7% were neutral and 4% disagreed. By occupation, Corporate Professionals (14 respondents, 87.5%), Business Owners (25 respondents, 89%), Interior Designers (15 respondents, 83%), Art Professionals/Students (12 respondents, 86%), Homemakers (11 respondents, 92%), and Others (12 respondents, 100%) showed varying levels of agreement. The high mean score of 4.40 indicates a strong positive perception. This suggests that maintaining consistency in style and themes enhances an artist’s brand identity, professionalism, and the perceived value of their artworks.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	1	0	1	6	8	16
Business Owners	0	1	2	12	13	28
Interior Designers	0	1	2	8	7	18
Art Professionals/Students	0	1	1	2	10	14
Homemakers	0	0	1	5	6	12
Others	0	0	0	1	11	12
<b>Total</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>34</b>	<b>55</b>	<b>100</b>

### 8.11 Artwork Suitable for Interior Decoration:

**Interpretation:** Respondents were asked whether nature-themed emotional paintings are highly suitable

for interior decoration (homes, offices, hotels). The results indicate that a significant majority of respondents 90% selected (*Strongly Agree* 52 and *Agree* 38), while 7% were neutral and 3% disagreed. By occupation, Corporate Professionals (24 respondents, 89%), Business Owners (16 respondents, 89%), Interior Designers (11 respondents, 92%), Art Professionals/Students (14 respondents, 86%), Homemakers (13 respondents, 87%), and Others (12 respondents, 100%) showed varying levels of agreement. The high mean score of 4.42 indicates a strong positive perception, suggesting that such paintings are widely considered appropriate and appealing for decorating various interior spaces.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	0	1	2	13	11	27
Business Owners	0	0	2	8	8	18
Interior Designers	0	0	1	5	6	12
Art Professionals/Students	1	0	1	6	8	16
Homemakers	0	1	1	4	9	15
Others	0	0	0	2	10	12
<b>Total</b>	<b>1</b>	<b>2</b>	<b>7</b>	<b>38</b>	<b>52</b>	<b>100</b>

### 8.12 Artwork Encourages Gift or Commission Purchases:

**Interpretation:** Respondents were asked whether paintings with themes of love and motherhood encourage gifts or commissioned purchases (weddings, anniversaries, family events). The results indicate that a significant majority of respondents 87% selected (*Strongly Agree* 46 and *Agree* 41), while 8% were neutral and 5% disagreed. By occupation, Corporate Professionals (21 respondents, 87.5%), Business Owners (17 respondents, 89%), Interior Designers (13 respondents, 93%), Art Professionals/Students (13 respondents, 81%), Homemakers (12 respondents, 80%), and Others (11 respondents, 92%) showed varying levels of agreement. The mean score of 4.31 indicates a positive perception, suggesting that emotional and family-oriented themes increase the appeal of artworks for gifting or commissioned purposes.

Occupation	Likert-scale frequency responses					Total
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	
Corporate Professionals	0	1	2	10	11	24
Business Owners	0	0	2	9	8	19
Interior Designers	0	0	1	8	5	14
Art Professionals/Students	1	1	1	7	6	16
Homemakers	1	1	1	4	8	15
Others	0	0	1	3	8	12
<b>Total</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>41</b>	<b>46</b>	<b>100</b>

## 9. FINDINGS:

**9.1 Realistic Detailing Enhances Visual Appeal:** The findings reveal that the majority of respondents (87%) agreed that realistic detailing of birds enhances the overall visual appeal of the paintings. The high mean score (4.30) indicates that viewers strongly appreciate technical precision and detailed representation, suggesting that realism significantly contributes to the aesthetic quality and perceived professionalism of the artwork.

**9.2 Emotional Interaction Creates Psychological Connection:** Most respondents (88%) agreed that emotional interaction between birds creates a strong psychological connection with viewers. With a mean score of 4.37, the results show that expressive interaction and relational dynamics effectively engage viewers on an emotional level.

**9.3 Combination of Realism and Emotional Storytelling Makes the Artwork Distinctive:** The study found that 82% of respondents believe that combining realism with emotional storytelling makes the artworks distinctive compared to other wildlife paintings. The mean score of 4.13 indicates that viewers perceive this artistic approach as unique and memorable.

**9.4 Recurring Themes Increase Artist Recognition:** About 75% of respondents agreed that recurring themes such as love and motherhood increase recognition of the artist's style. The mean score of 4.08 suggests that consistent thematic elements help establish a recognizable artistic identity.

**9.5 Emotional Focus Strengthens Brand Identity:** A significant majority of respondents (86%) agreed that focusing on emotional themes like love and nurturing strengthens the artist's brand identity. The mean score of 4.32 reflects strong support for the role of emotional narratives in artistic branding.

**9.6 Finding: Repeated Themes Increase Memorability:** The findings show that 75% of respondents agreed that repeated themes increase the memorability of the artist's work. The mean score of 4.15 indicates that thematic consistency helps viewers recognize and recall the artist's style more easily, strengthening artistic identity and brand recognition.

**9.7 Emotional Paintings Are More Appealing:** The findings indicate that 89% of respondents find paintings that convey strong emotions more appealing. The high mean score (4.41) suggests that emotional expression greatly increases viewer attraction and engagement.

**9.8 Emotional Storytelling Increases Purchase Intention:** The results show that 80% of respondents believe emotional storytelling increases their willingness to purchase artworks. The mean score of 4.18 indicates that emotional narratives can positively influence buyers' decisions.

**9.9 Narrative Increases Perceived Value:** A large majority (87%) agreed that artworks with a clear narrative or story increase their perceived value. The mean score of 4.36 highlights that storytelling enhances appreciation and valuation of artworks.

**9.10 Consistent Style and Thematic Focus Enhance Branding:** About 89% of respondents agreed that maintaining a consistent artistic style and emotional theme contributes to branding, professional credibility, and cultural value. The mean score of 4.40 reflects strong support for stylistic consistency in artistic identity.

**9.11 Artwork Suitable for Interior Decoration:** The findings show that 90% of respondents consider nature-themed emotional paintings suitable for interior decoration in homes, offices, and hospitality spaces. The mean score of 4.42 indicates a strong positive perception of their decorative value.

**9.12 Artwork Encourages Gift or Commission Purchases:** A majority of respondents (87%) agreed that paintings with themes of love and motherhood encourage gifting and commissioned purchases for occasions such as weddings and anniversaries. The mean score of 4.31 indicates that emotional themes

enhance the commercial potential of artworks.

## 10. CONCLUSION:

The findings of this study demonstrate that the integration of realistic detailing and emotional storytelling plays a significant role in enhancing the visual appeal, psychological engagement, and perceived value of wildlife artworks. A large majority of respondents expressed strong agreement that detailed realism improves the aesthetic quality of paintings, while emotional interaction between subjects creates a deeper psychological connection with viewers. Themes such as love, motherhood, and nurturing were widely perceived as powerful narrative elements that increase viewer empathy and emotional resonance.

The results further indicate that combining realism with emotional storytelling makes the artwork stylistically distinctive and supports the development of a recognizable artistic identity. Recurring themes and consistent stylistic approaches were found to strengthen artist recognition and brand identity. Additionally, emotional narratives were shown to positively influence viewers' purchase intention, perceived value of the artwork, and its suitability for interior decoration and gifting purposes.

Overall, the study highlights that the concept of Emotional Wildlife Realism is an effective artistic approach that not only enhances viewer engagement but also contributes to artistic branding and commercial appeal. By maintaining consistent emotional themes, strong narrative elements, and high levels of technical realism, artists can create artworks that resonate deeply with audiences while strengthening their professional identity and market potential.

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