Index terms

*Firm images, consumer images, videos, visual data, image processing, directly elicited images, online collages, feature extraction, interpretable features, image tagging, high-level features, patterns, object detection, model training, model evaluation, product design, advertising, branding, online shopping experience, consumer perspective, computer vision, visual ads, colors, shades, visual features, visual brand representation, color histograms, RGB, HSV, Gabor filter, deep neural networks, convolutional neural networks, predictive accuracy, human-coded features, fine tuning, classification, supervised learning, unsupervised learning, forecasting, pre-trained, target variable.*