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## Exploring Colours: A Brand Personality, Brand Loyalty and Impulse Buying Perspective

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### Abstract

Every brand is associated with a colour; it can be termed as one of the distinguishing features of the brand. The usage of colour for a brand is also encouraged as it has been proved that elements like personal choice, anger, love, cultural upbringing etc. usually are associated with a colour in individuals. It is due to this reason that they feel for some brands while they ignore the others. The results of this paper focus on the influence of colours on the brand personality, brand loyalty and impulse buying behaviour of people.

**Keywords:** Brand, Colour, Brand Personality, Brand Loyalty, Impulse Buying.

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### 1 Introduction

In the market people go to buy different products, there are many items in the same category, but what differentiates them is a name that is attached to it, it is the Brand. So it can be said that brand is the name with which a product is identified. It is a unique identity, and has commercial value. Some examples can be HUL, P&G etc. Each brand can have more than one product under its umbrella but they all will be recognized by the same name. When it comes to brands they tend to expand and create their own value in the consumer minds. After some time it is not the product or product ranges which make a difference but the brand as a whole gets the recognition (Wood, 2000). Now-a-days with the increase in technology and style of marketing it is necessary for the brands to change and adapt to the present needs of the customers. If the brand sticks to the year old skills they might lose a chance to be in the competition. It's a general perception that what stays out of consumers view, stays out of the market and eventually fails (Chovanova, Korshunov, & Babcanova, 2015).

The usage of colour for a brand is also encouraged as it has been proved that elements like personal choice, anger, love, cultural upbringing etc. usually are associated with a colour in individuals. It is due to this reason that they feel for some brands while they ignore the others. A research proves that most of the decision for

purchase taken by a customer is usually based on the colours they see. It is said that the emotions generated by different products help the customer decide on what they want to buy (Singh, 2006). It does not simply mean that if the customer likes a colour they will buy the products; the colours should also reflect on the personality of the brand. If a sports car company uses the colour lemon green to name its brand it won't be that impactful. So the colours should always be chosen wisely too (Labrecque & Milne, 2011). A human psychology tends to recognize things from one other based on the distinct features they possess. Now a FMCG brand will not always tell you the ingredients of the products to make you recognize them. It will be the colour of the logo with which you as a customer will relate to the brand. This also helps you to access the minds of the customers by choosing to be different (Carter, 2016).

There is always a meaning of every colour which they carry with them, it may differ in some cases but mostly it is within the predefined characteristics. Example – red will either be used to depict excitement or rage; brown will show a feeling of comfort or strike hunger. The colours have different meanings for different religions as well and thus they have to be chosen very carefully. Many authors tried to justify some colours on the base of the traits they show a summary of which is shown below:

**Table 1: Colour & Its Meanings**

Sr. No.	Colour	Author , year	Definition
1	RED	(Gorn, Chattopadhyay, Yi, & Dahl, June 1996)	A colour which makes people lose track of time i.e. A colour depicting leisure
		(Barton, 2005)	A colour of dominance i.e. Makes people feel that they are power
2	BROWN	(MacDonald, 1999)	It says reliability, stability and approachability
		(Gorn, Chattopadhyay, Yi, & Dahl, June 1996)	A colour associated with warmth, honesty, elegance and security.
3	YELLOW	(Bottomley & Doyle, 2006)	A colour which represents warmth, happiness, optimistic, positivity and cheerfulness.
		(Witkowski & Brown, 2009)	It is a colour which conveys youthful and fresh energy
4	GREEN	(Hardin & Maffi, 2008)	A colour of growth and health. It's a colour which represents glory and nature
		(Berlin & Kay, 1991)	It is a colour pervasive in the natural environment that says renewing, refreshing and regenerating.
5	WHITE	(Gorn, Chattopadhyay, Yi, & Dahl, June 1996)	Suggests goodness, purity and innocence. It symbolizes excellence and enlightenment.
		(Tinic, 1997)	A colour of peace and innocence. It projects a sense of cleanliness and new beginnings.
6	BLACK	(Sokolik, Magee, & Ivory, 2014)	A colour of mystery, sophistication, power and elegance.
7	BLUE	(Clarke & Honeycutt, May 2000)	The colour of ocean and sky, blue is a constant and calming influence in our world.
		(Alden & Batra, January 1999)	It is thought to induce calm and convey serenity and peace.

Source: collated from different research papers

## **2 Literature Review**

### **2.1 Colours and Brand Personality**

Every brand makes an impact on the minds of the consumers based on the different symbols, colour schemes etc., according to a research every person creates an impression of brands. It is based on different perspectives of the consumers; the colours attract customers to buy a specific product. A brand colour is used to lure customers as it makes a personal impact on the minds of the customer. The colour they choose reflects their style and personality to the world (Fennis & Pryun, 2007). Market perceptions of a brand are determined by the type of font and the colours they use as well. If a brand uses fonts which are catchy but not readable then it's of no use, a proper colour scheme has to be used by the marketers as well. According to this research the focus on colours leads to impact creation which lasts in the consumer minds. The use of colours makes a brand recognisable and connects it to the customers as well (Giese & Parkman, 2012). Colours portray a traditional approach of brand towards the customers. The background colour of the advertisement impact the customer and thus create an image of the brand in the minds. It was noted that the brands which had the background colour as blue were perceived as being calm and serene whereas the brands which have black as their background have been termed to be rough and flashy (Gonzalez, 2005). Colours depict special messages to the nervous systems which creates emotions within us. These emotions can be of rage or happiness and excitement. Colours create a positive image on the minds of the customers and more than 80% of the businessmen believe that the colours play an important role in making a platform for the brand (Chang & Lin, 2010).

### **2.2 Colours and Brand Loyalty**

With the emergence of electronic media, the attention span of consumers has varied a lot. It is usually something different from usual which catches the eyes of the consumer. It can be different pattern of design, different colour schemes which attracts the customers. It is noted that with a change in the original colour scheme of the sites, sometimes the customer loses interest and switches to another site and this changes their preference of brands (Gommans, Krishnan, & Scheffold, 2001). An advertisement which is black and white gains less audience in today's time, there are some brands like Cherry Blossom etc, which served as an exception but most of the brands succumbed to the need of colours to depict every product. Use of bright and calm colours is always a plus point for any brand (Jr., Omar, Wahid, Ismail, & Harun, January 2007). Logo redesigning helps a lot in regaining the customers, change in colour codes is sometimes a boon for the industry as it helps in recreating the image of the brand in the minds of the consumer. When a logo is redesigned, the colour schemes help in creating a new image of the original brand. Retaining the customers also sometimes is done by designing a new logo with the same colour code. Like Airtel already had red colour for its brand and they redesigned the whole brand with a new logo (Walsh, Winterich, & Mittal, 2010).

### **2.3 Colours and Impulse Buying Behaviour of Consumers**

Attractive products garner customer's attention and force them to take instant decision to buy products which they were not even thinking to buy. When a customer reaches the billing counter sometimes the products on display attract them maybe due to the portability but mostly it is because of the colourful packaging used for

them (Muruganatham & Bhakat, 2013). In insurance even death is sold in a gift wrap. So, anything which is packaged nicely and the marketer have the intention of selling it is always a good product on sale. When market trends are studied it is noted that colourful packaging of products like chocolates, hair clips etc. attract the consumer to buy it. They don't give a second thought in buying these small items which may not be necessary to buy but were attractive enough to attain customer attention (Raheem, Vishnu, & Ahmed, 2014). Logics and feelings are not always important to sell a brand. Sometimes packaging and colours play an important role too. When a customer is about to bill their purchase in a retail outlet they might buy the products kept near the desk because the colours used for them are bright and attractive. These items may not have any functional value to the customer but still they are able to get focus from them. It is because of the colours these products use. Many kids come around with their parents to buy from retail showrooms, thus these products are handy for kids and due to them the parents also tend to buy such stuff (Kannan & Vinayagamoorthy, 2014).

### **3 Methods**

#### **3.1 Data**

The data was collected from varied sources within Delhi NCR. The study includes a quantitative analysis which is collected by using a questionnaire. For this the sampling is convenient sampling, non-probability sampling. The respondents were chosen on the basis of convenience of the researcher. These people vary from students of management colleges to people who have retired. All these people are customers at present they take the decision to buy product and thus their response is of utmost importance.

#### **3.2 Operationalisation of Variables**

The paper covers three main objectives of creating a relationship between the colours with brand personality, brand loyalty and impulse buying behaviour of the customers. The factors such as sentimental values, psychological factors, and texture of logos and background of the advertisement etc., the analysis for these observations related to decisions on the basis of colours are made.

##### **3.2.1 Brand Personality**

According to the responses based on perception, sentimental value, femininity, brand recognition, awareness, depiction of logo etc. the perception of public towards the relationship between colours and brand personality is established.

##### **3.2.2 Brand Loyalty**

The responses for satisfaction level, impact of colour change on loyalty, similarity in colour combination by competitors, sense of belongingness etc. give a clear picture of the idea behind the impact of colour combinations on the brand loyalty.

##### **3.2.3 Impulse Buying Behaviour**

The impact of unintentional buying due to colours is measured by attraction, psychological effects, colour preference, texture of logo, advertisement etc. the responses were recorded for the same in order out to check this relationship.

### **4. Findings**

#### 4.1 Impact of Colours on Brand Personality

The value of KMO sampling adequacy is  $0.647 > 0.6$ , this means that the sample size chosen for this test is adequate and the results can be considered for further analysis. The Sig. value in this case is  $.000 < .05$  which means that the significance level is small enough to reject any discrepancies and the correlation matrix is not an identity matrix.

<b>Communalities</b>		
	Initial	Extraction
Same_color_different_perception	1.000	.647
bright_colors_feminine	1.000	.488
color_doesnt_suite_dont_buy	1.000	.422
Logo_background_depicts_color	1.000	.531
logo_color_makes_impact	1.000	.574
personify_brand_though_colors	1.000	.406
color_choice_success	1.000	.559
sentimantal_values	1.000	.703
brand_recognition_awareness	1.000	.364
advertisement_color_connect_creation	1.000	.560
Extraction Method: Principal Component Analysis.		

Here there are 5 factors which are to be considered for further analysis as the communality should be more than 0.5 for the same. From these variables, it can be concluded that the brand personality depends on the psychological effect of the colour and the perception towards the same. The table depicts that approximately 70% of the personality depends on the sentimental values of the colour and the perception takes approximately 53% of the impact on brand.

<b>Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.724	17.242	17.242	1.724	17.242	17.242	1.454	14.541	14.541
2	1.275	12.753	29.995	1.275	12.753	29.995	1.367	13.667	28.208
3	1.175	11.748	41.743	1.175	11.748	41.743	1.307	13.073	41.281
4	1.080	10.800	52.543	1.080	10.800	52.543	1.126	11.261	52.543
5	.998	9.980	62.523						
6	.944	9.442	71.965						
7	.855	8.547	80.512						
8	.702	7.021	87.533						
9	.649	6.487	94.020						
10	.598	5.980	100.000						
Extraction Method: Principal Component Analysis.									

This table gives us the factors that are extractable from the analysis along with their Eigen values. Eigen value actually reflect the number of extracted factors whose sum should be equal to the number of items which are subjected to factor analysis. The percentage of variance attributable to each factor after extraction is given by the cumulative extraction sums of squared loadings. Here the table shows that only 4 factors contribute in showing the impact of colours on the brand personality.

#### 4.2 Impact of Colours on Brand Loyalty

The value of KMO sampling adequacy is  $0.695 > 0.6$ , this means that the sample size chosen for this test is adequate and the results can be considered for further analysis. The Sig. value in this case is  $.018 < .05$  which means that the significance level is small enough to reject any discrepancies and the correlation matrix is not an identity matrix.

<b>Communalities</b>		
	Initial	Extraction
color_scheme_attracts_nonloyals	1.000	.607
represents_satisfaction	1.000	.664
change_colour_change_loyalty	1.000	.464
compeitor_use_same_color_eads_to_loyalty_shift	1.000	.468
emotional_connect_through_color_scheme	1.000	.580
product_new_old_color_sheme	1.000	.881
sense_of_belongingness_through_color_sc heme	1.000	.912
Extraction Method: Principal Component Analysis.		

Here there are 5 factors which are to be considered for further analysis as the communality should be more than 0.5 for the same. From these variables, it can be deduced that the brand loyalty depends on the people's attachment to a colour and the belongingness they feel towards the brand through a colour. The table depicts that approximately 90% of the loyalty depends on the sense of belongingness of the colour and the emotional connect takes approximately 60% of the impact on brand.

<b>Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.383	19.756	19.756	1.383	19.756	19.756	1.349	19.271	19.271
2	1.141	16.301	36.057	1.141	16.301	36.057	1.140	16.280	35.550
3	1.034	14.773	50.830	1.034	14.773	50.830	1.050	15.001	50.551
4	1.017	14.523	65.353	1.017	14.523	65.353	1.036	14.802	65.353
5	.968	13.824	79.177						
6	.785	11.216	90.392						
7	.673	9.608	100.000						
Extraction Method: Principal Component Analysis.									

This table gives us the factors that are extractable from the analysis along with their Eigen values. Eigen value actually reflect the number of extracted factors whose sum should be equal to the number of items which are subjected to factor analysis. The percentage of variance attributable to each factor after extraction is given by the cumulative extraction sums of squared loadings. Here the table shows that only 4 factors contribute in showing the impact of colours on the brand loyalty.

#### 4.3 Impact of Colours on Impulse Buying Behaviour

Ho: all the means are equal

Ha: atleast on of them differs

<b>Test of Homogeneity of Variances</b>				
	Levene Statistic	df1	df2	Sig.
backgounf_texture_improves_sales	1.282	3	222	.281
visual_appeal_of_product_improves_sal es	7.641	3	222	.000
logo_texture_improves_sales	6.148	3	222	.000

<b>ANOVA</b>						
		Sum of Squares	df	Mean Square	F	Sig.
backgounf_texture_improves_sales	Between Groups	7.099	3	2.366	4.107	.007
	Within Groups	127.910	222	.576		
	Total	135.009	225			
visual_appeal_of_product_improves_sales	Between Groups	9.688	3	3.229	4.465	.005
	Within Groups	160.564	222	.723		
	Total	170.252	225			
logo_texture_improves_sales	Between Groups	6.080	3	2.027	2.686	.047
	Within Groups	167.482	222	.754		
	Total	173.562	225			

It reflects the results of the three cases that were considered to check the impulse buying behavior of the people. According to this the sig value is less than 0.05 in all the three cases which means that impulse buying behavior is based on three variable, background colour of the packaging, the texture of the logo and the colour of the product as well.

## 5 CONCLUSION AND RECOMMENDATION

Colours are of a significant importance almost the same as that of the product features. There are some brands which are totally dependent on colour preference. Colours are the lifeline to products and brands, people make their choice on its basis. The decisions to all the major brands somewhat is dependent on the choice of colour they make. If the colour they choose is not appropriate people or the prospects choose to prefer another brand over them. The report covers three main objectives of creating a relationship between the colours with brand personality, brand loyalty and impulse buying behaviour of the customers.

Colours are not only the essence of the product but also have a major role in the marketing of the product, when an advertisement for a brand or product is designed the colour scheme is made in such a way that the whole ad portrays the colour of the brand or the product. For example, a FMCG product such as washing powder has the whole advertisement's design, clothing scheme and even the set design in accordance with that of the brand. It is done in order to make the consumer recognise the brand easily. On the basis of above three analyses, the following observations are made:

1. According to the correlation it was found that brands are recognised based on different aspects of colours as well. Some people believe that they recognise a brand on the basis of colour only.
2. People hold sentimental values to some colours and they relate it with the products as well.
3. It is found that same colour can have different meanings for different people.
4. People believe that women tend to attract to bright colours more than that of men.
5. If the colour does not suite a person he/she may choose to overlook a product as well.
6. The colour of the logo does not have that much impact on the perception of the audience.
7. The advertisement's colour is registered in the minds of the consumers but not everyone recalls a product from that.
8. People who are not a regular customer of the brand may choose to buy the product based on the colours the brand offers.
9. If a customer is satisfied with the product they might overlook the colour for that purpose.
10. Many daily use products such as soap etc. Are attached to a colour code if that changes it impacts the loyalty of the customers as well.
11. If a new product is launched with the old colour scheme it may gain an upper hand as people recognize its brand but its loyalty is not based on the colour.
12. People get a sense of belongingness when they choose a specific colour for the product of their choice.
13. It was found that people associate themselves to a colour and if they find small products in those colours they don't think twice to buy it.
14. Logo texture does not play any role in the decision factor of any product.
15. The colour have psychological effect on the human brain which lead them to buy some products on the instant they see them.
16. The selection of right colours does create a huge impact on the sales of the product.

There are always some assumptions made in order to create an impact on the consumers. They are either correct or they don't stand a chance in the real world. The colour of the logo also plays an important role the decision factor for many people. For all the above stated objectives some factors don't stay true and there are some changes which need to be done in order to satisfy them. In most cases, the perceptions made need to be changed. The belief of people on some colours to be gender biased, increase in product sale due to its colour and the impact of the old colours on the new products same as the old ones are namely few ones which



need to be changed. On the basis of the above observations that are made, the following recommendations are noted:

1. The perception of bright colours are too feminist has to be removed even men choose products of the same category like in the case of shirts, perfume bottles, bags etc. But this has been made generic which should be corrected.
2. The perception of the advertisers is that if they use the colour of the product as the base colour of their advertisement the customer retention power increases and more customers get attracted to the product which is not the case. This strategy is mostly used by the FMCG industries.
3. The colours have sentimental values attached to them so the marketing should always be done in such a manner that no one gets hurt by it. Especially in a country like India this minute detail can save a major threat from happening.
4. It is a misconception that if a new product has the same colour combination as that of the brand number of people will buy the product. The decision to buy a product does not solely depend on the colour scheme of the product; the features too play an important role in this decision. So all the attributes have to be looked and improved for the promotion and publicity of a new product. It will be recognised only if the product is found to be value for money for the people.

All these recommendations must be kept in mind in order to bring about a change in the thinking of the customers for particular brands. Though these recommendations do not hold true for all the brands but definitely cover the most significant sectors.

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