The Impact Of Color Psychology In Branding On Consumer Perception And Buying Behaviour

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Abstract: This study looks at how different colors shape the way people think about a brand, how they feel when they see it, and how they react to it. The research aimed to understand whether color alone affects brand recognition and buying decisions or if it works together with other branding elements. A survey of 51 respondents was conducted to gather insights. The results show that most people recognize brands through their colors and believe that packaging color influences how they judge product quality. While color plays an important role in shaping perceptions and purchase decisions, it works best when combined with elements like logo, design, and overall brand value. The study highlights that color is not just decorative but a powerful tool in branding and marketing.

Index Terms - Color psychology, Branding, Consumer Perception.

I. INTRODUCTION

In today's current marketplace, which has become crowded and visually paced, brands look for various ways to grab the potential consumer's attention. This attention-grabbing is done by the brands to convey their values and also to create an emotional bond. Color stands out as a powerful tool besides other various aspects of brand identity such as logos, packaging, and brand name. Consumer often get influenced by the color of the brand even before taking consideration of its tagline, product features or its price tag, therefore the color leaves the first impression on the consumer that can help shape a perfect impression. For instance the use of color green by eco-friendly brand reflects responsibility towards nature and sustainability. Yellow on the other hand signifies happiness, energy and friendliness that make it affective in attracting attention of its consumers and spreading warmth that helps in building emotional bonds. Through these subtle cues, color communicates silently yet carries great impact in the area of marketing and branding.

Color psychology studies how color influences human psychology and shape emotion, behavior and perceptions of brands. While our eyes help to perceive the visual depth of the colors, the emotional significance is greatly influenced by an individual's memories and personal experiences. Over the passage of time, people develop a sense of association and belongingness with specific colors and the feelings or ideas. Warm colors like red, yellow, orange tends to create energy, positivity and comfort; whereas cool colors like purple, blue, and green creates sense of stability, responsibility and growth. Although these responses may vary among different individuals and cultures, they help provide a framework on understanding how colors affect the individual's perception. In branding, consumer's subconscious reactions to color help the brand to understand how they are viewed, trusted and remembered.

In branding, color plays a crucial role in influence consumer's decision making, building emotional bonds and creating differentiation. Researchers suggest that the consumers form immediate opinion about a brand upon their first encounter, and these opinions are influenced by the visual impact of color. Brands that strategically use suitable color palette are more easily recognized and remembered, especially in busy online platforms and retail environments. Color consistency further helps to build trust and familiarity among consumers. Companies that successfully achieved to associate specific color with their brands often achieve faster brand recognition, loyalty, enhanced goodwill and emotional connection with their target audience.

Color influence a brand's personality and positioning in addition to creating strong brand recognition. Every brand strives to occupy unique place in the consumer's mind, whether as creative, luxurious, and environmental conscious or dependable. Color communicates these attributes silently, without the use of words. Bright color suggests playfulness; energy, fun and approachability, making them effective for brands targeting youth-oriented audience. Dark color often associated with luxury and sophistication, which helps brands connect with premium and high-end markets. Neutral shades on other hand, are linked with minimalism, balance and simplicity. Therefore, careful selection of colors enables brands to shape how consumers emotionally connect with them and influence the expectations consumers form about the brand.

Color also influences how consumers think of a product and its quality. As per research, consumers tend to associate colors to certain attributes such as freshness, power, cleanliness, calmness, and sustainability. For example, white may indicate simplicity and cleanliness. Warm colors like yellow, orange and red are indicative of warmth and energy. Green indicates growth and sustainability while black is associated with sophistication. In the food and beverage industry, the color of the food affects consumer perception of its taste and quality. In digital marketing, color influences usability and trustworthiness of websites and applications.

Despite the seeming influence of color, the relationship between color and consumer response is multidimensional. One of the major factors is cultural variation because colors carry different symbolic meaning across different traditions and cultures. White symbolizes purity in many western cultures while in Asian culture it is associated with mourning. These cultural differences create challenges for global brands who often try to maintain consistent identity while remaining culturally sensitive. A color strategy which performs well in one market may not do the same in another market which indicates the need for cross-cultural research and localized branding strategies.

Color acts as a bridge between brand and its consumers. Individual differences such as age, gender, personality and personal experiences and psychological factors such as mood and past experiences also affect color preferences and perceptions. Through colors, brands try to communicate their values and positioning without stating them which makes color an essential element of brand storytelling. Color tends to evolve over time due to fashion trends, technology and media influence. Colors that symbolize modernity today may become outdated in future, leading brands to re-evaluate their color strategy while maintaining brand identity and consistency.

Advancements in technology have expanded the role of color in branding across digital platforms. Consumers now have access to brands through websites, social media platforms and advertisements than through physical stores. Brands must ensure adequate contrast, readability, and usability to create visibility and inclusive communication that reaches diverse audiences.

Based on research analysis, the scientific study of color psychology shows some methodological challenges, some experimental studies give a controlled environment for testing casual relationships, where they may lack ecological validity. It can also fail to provide real consumer behavior. Whereas field studies are more realistic as we go for surveys and ask real consumers about the brand, understand their color psychology for the brand. There are some studies which contain short-term responses such as attention, preference, and intention of purchasing the product, rather than long-term responses which include brand loyalty, trust, and emotional factors for the product or brand. There is a debate going on regarding the global applicability of color meaning and how much influence color has on people's behavior compared to how color works with branding.

Research ethics have also emerged in the application of color psychology. According to research colors can influence emotions and decisions. It can manipulate the consumer and encourage them for impulsive purchasing. As a brand one should be responsible for their logos, design practices, and maintain transparency with the consumers. Using color ethically means avoiding wasteful packaging and not creating misleading designs that make products look better than they really are. Taking ethical responsibility and cooperation with color strategy helps to strengthen brand credibility and consumer trust in the long run

The purpose of making this research paper is to understand the effect of color psychology in branding. And to analyze how color influences consumer perspective, brand identity and purchasing behavior. The study aims to explore the psychology behind color perception, the role of cultural and individual differences. By reviewing literature and analyzing practical examples, the research seeks to provide a comprehensive understanding of how color contributes to brand success while acknowledging its limitations and complexities.

II. Literature Review

Singh S (2007)

Prudent use of colors can contribute not only to differentiating products from competitors, but also to influencing moods and feelings – positively or negatively – and therefore, to attitude towards certain products. By this, managers can use colors to increase or decrease appetite, enhance mood, calm down customers, and reduce perception of waiting time, among others.

WL Chang, HL Ling (2010)

Colors are created by light and can influence human emotions and behavior. Research shows that different colors create different psychological effects, such as red creating excitement, blue providing calmness, and green representing balance and growth. Color meanings can vary based on cultural and personal experiences, but all studies agree that colors carry emotional messages. These color effects are widely used in branding to influence consumer perception. Strong brand identity helps build emotional connections, trust, and long-term relationships with customers. Color plays a key role in expressing brand personality and values. Overall, effective use of color and visual identity helps organizations differentiate themselves, build reputation, and strengthen brand recognition.

Kim S (2013)

The purpose of the current study is to examine the effects of color hues on brand personality in advertising. The present study's findings show that color influences consumers' perceptions of the brand or product in the advertisements and helps create a certain personality in the advertised 106 The Journal of Advertising and Promotion Research Vol 2. No 2. 2013 brand. Thus, this research provides some empirical evidence showing that colors in advertising can be an important antecedent to brand personality.
Colors can take on an important role in positioning a brand and in building or reinforcing a brand personality as a point of differentiation from competitors. Colors have both perceptive and affective responses and this information could be useful when creating a marketing or persuasion strategy. A certain color can create certain perceptions for the consumer, and it can stimulate and develop a certain 107 The Effects of Colors on Brand Personality in Advertising brand personality.

B Mohebbi (2014)

In today's competitive market, packaging plays an important role in a product's success. Earlier, packaging was mainly used to protect products, but now it also works as a powerful marketing and advertising tool. Studies show that many buying decisions are made inside the store, which makes packaging design very influential. Companies use packaging and colors to differentiate their products and attract consumers. This study focuses on how packaging, especially color and graphics, affects consumer buying behavior and product sales.
Study shows that packaging, especially the use of color, graphics, and design, plays a major role in branding and marketing success. Color and packaging design influence how consumers notice, understand, and accept products. Overall, color psychology is an important element under successful branding of a product.

Hess, A. C., & Melnyk, V. (2016)

Gender cues (e.g. gender-typed colors and shapes) activate gender-stereotypical knowledge of warmth and competence, which spills over to the brand. This effect depends on the presence of other competence cues in a consumer's environment. In contrast to conventional practice, in the presence of a high competence cue (e.g. reputable brands), feminine gender cues enhance purchase likelihood (via activation of warmth perceptions), whereas masculine cues actually decrease purchase likelihood. In contrast, in the presence of a low competence cue (e.g. new companies), masculine gender cues enhance purchase likelihood (via activation of competence perceptions), whereas feminine cues lower purchase likelihood.

Savavibool 1*, N., Gatersleben 2, B., & Moorapun 3, C. (2018)

The aim of this paper is to review the existing studies that examine the effects of color in the work environment on human perceptions and behavior, particularly regarding mood and wellbeing and work-related outcomes. The evidence from 40 studies identified that color of work environment has significant effects on the human in three categories: mood and emotion, physiology and wellbeing, and work-related

Swasty1, W., & Mustafa1, M. (2022)

The main two themes identified are message communication and taste perception or expectation. Consumers evaluate color on food packaging and associate it with tasting or other communication. Consumers' buying decisions of food products should be informed by packaging color. Color on food packaging conveys product properties and can be applied to make a healthy product more appealing. The finding has shown that visual cues are more essential compared to informational cues if considering healthy and low-fat nutrients.

Shukla A (2023)

The Impact of Color Psychology in Advertisement is the purpose of this research. Right from the word go perceptions are being created in the mind of customers and consumers which eventually leads to decision making. Positive or Negative or Neutral any impression is created in the mind within a span of 2 minutes.
As per the founding of this study for any liking or disliking towards product or service Color Psychology plays an important role and thus every marketing team should give utmost importance to Brand or Product Colors. Colors do create attention and hence play a vital role in purchase decisions. With time the habits, liking, disliking of individual changes and so his /her preferences and perception towards the brand or product or service. It's the basic responsibility of the Product Manager and Marketing Team to take care of the same and keep on improvising and providing the product packaging with the required colors and aesthetics.

S Rodriguez (2023)

Color psychology explains how different colors are linked to emotions, feelings, and behaviors, which strongly influence consumer buying decisions. Since sight is a major sense, colors help consumers emotionally connect with brands and remember them easily. Research shows that consumers often decide whether to buy a product within seconds, and color plays a key role in this decision. Different colors create different emotions, such as red increasing appetite and excitement, while blue creates trust and calmness. Brands use color strategically in logos, packaging, and advertising to build identity and loyalty. Fast-food brands use red to stimulate hunger, while banks use blue to appear reliable. Colors also help consumers identify flavors and products more easily. Advertising with strong colors and visuals attracts more attention and engagement than dull designs. Consumers often judge product quality based on packaging and color. Overall, using the right colors helps brands influence emotions, increase sales, and build long-term customer loyalty.

 K Mehta (2024)

Various studies show that color theory and graphic design play a major role in branding and consumer behavior. Clair (2016) explains the historical and emotional meanings of colors and how they affect perception. Wheeler (2003) highlights real-life design case studies that show how creative design helps build strong brand identities. The Color Matters website explains how colors influence mood, productivity, and decision-making in branding and design. Research also shows that good graphic design helps businesses stand out, build trust, and increase sales (2022). Ciotti (2020) explains how colors like blue, red, and green are used to communicate trust, urgency, and growth. Studies on logo design show that colors, shapes, and fonts affect brand recognition and emotional connection. Thereby understanding color psychology is essential for creating effective branding, especially for small businesses.

Kakembo A (2025)

This paper examines the psychology of color, focusing on its emotional impact, cultural interpretations, and practical applications in branding and design. Highlighting specific colors like red, blue, green, and yellow, the study examines their effects on consumer decision-making, brand recognition, and emotional engagement. The psychology of color demonstrates that color is a powerful, multi-dimensional tool in marketing and design, influencing consumer decisions and emotional responses. By understanding the emotional and cultural significance of color, professionals can craft strategies that resonate with diverse audiences. The applications of color extend beyond aesthetics, serving as a means of communication that impacts brand identity, consumer trust, and market success. Ultimately, the intentional use of color enhances the effectiveness of design and marketing efforts, aligning visual elements with psychological and emotional triggers to achieve desired outcomes.

Lucky A (2025)

This paper examines the psychological and cultural underpinnings of color use in branding, examining how color choices shape brand identity, impact marketing effectiveness, and contribute to consumer engagement. Through analysis of color perception, historical marketing trends, cross-cultural associations, logo design, and psychological effects of color combinations, the study highlights the multidimensional role color plays in marketing communication.

Color is not merely a visual embellishment but a strategic communication tool in branding and marketing. It evokes emotional responses, shapes brand perceptions, and influences consumer choices often on a subconscious level. The psychological effects of color are deeply intertwined with cultural meanings, personal experiences, and environmental factors.

III. Objectives

To analyse how different colors influence consumer perception, emotions, and brand associations.
To study the role of color in building brand identity, recognition, and recall among consumers.

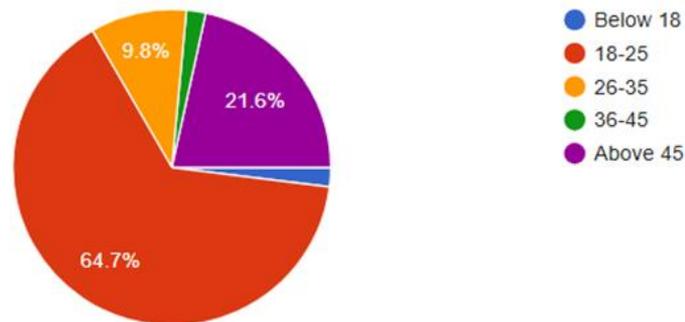IV. Data Analysis and Interpretation

Figure 1 shows the age group of the respondents.

The majority of respondents (64.7%) belong to the 18–25 years age bracket, followed by 21.6% of respondents who are above 45 years of age. The 26–35 years age group constitutes 9.8% of the respondents, while very few respondents fall within the 36–45 years and below-18 age brackets. This distribution highlights the dominance of the 18–25 age groups, which primarily comprises Gen Z and young millennials. This group is more exposed to branding, digital media, and visual marketing, making them more responsive to aesthetics and visual elements. Consequently, this strengthens the relevance of color psychology in branding decisions.
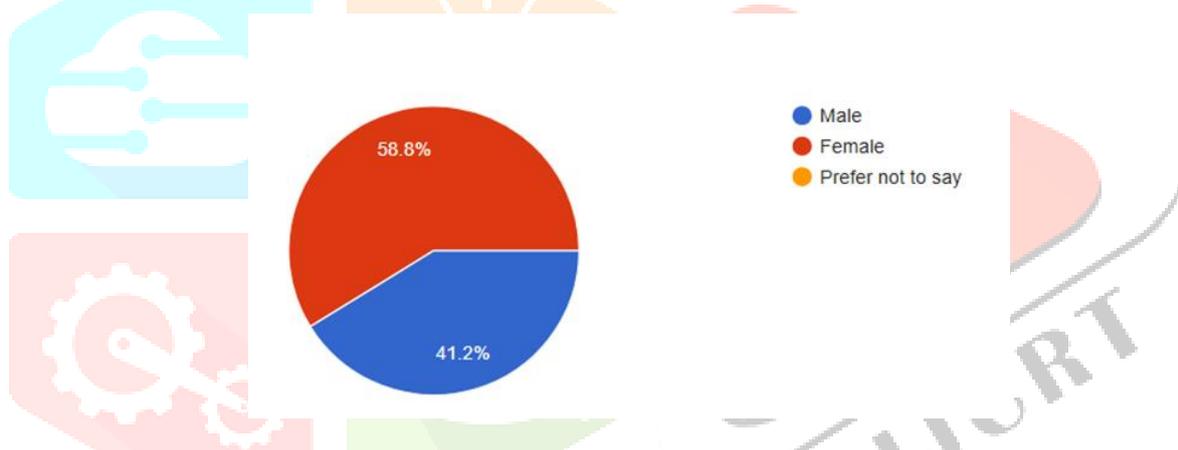
Figure 2 shows gender of the respondents

The pie chart indicates a balanced gender distribution among the respondents, suggesting that the results are not skewed toward any one gender. However, slightly higher participation is observed among female respondents. Previous studies suggest that females tend to display greater sensitivity toward color, design,and aesthetics, making their perceptions particularly relevant in the context of branding.
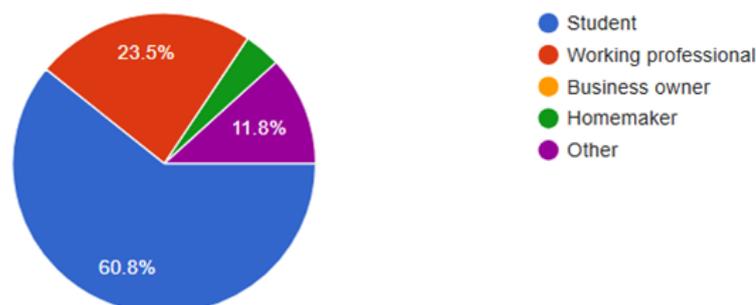

Figure 3 shows occupation of the Respondents

The majority of the respondents are students, indicating a younger and trend-aware audience. This group is more actively engaged as consumers of branded products and is significantly influenced by social media branding and packaging designs. This respondent profile aligns well with the objective of studying color psychology in branding.
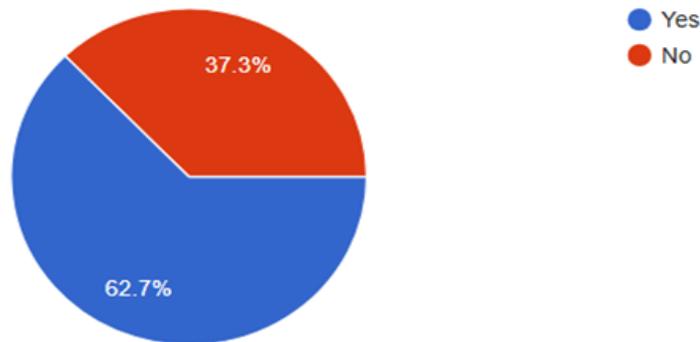

Figure 4 shows awareness of the concept of color psychology

A significant proportion of the respondents are aware of this concept, indicating that people are conscious of how colors influence perception and decision-making. However, the presence of a considerable number of respondents who remain unaware suggests that color psychology can still operate subconsciously, influencing behavior even without explicit awareness.
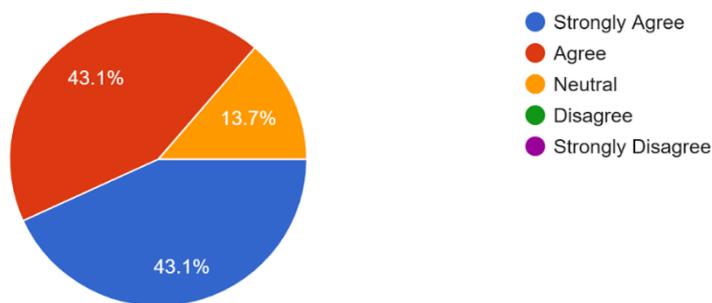
Figure 5 shows respondents' views on influence of colors on human emotions and behavior

A majority of around 86.2% agree or strongly agree that colors influence human emotions and behavior. This strongly proves the core concept of color psychology. No respondent has disagreed, which clearly indicates that colors do influence human emotions and behavior which validates the theory on which the theory is based.
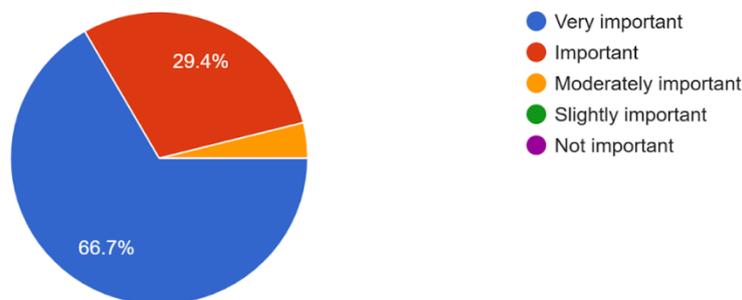

Figure 6 shows respondents' views on the importance of color in branding

A vast majority of around 96.1% respondents feel that color is either important or very important in branding. This indicates that consumers consider color as an important component of a brand that plays a role in brand identification and awareness, emotional connection and perception of product quality.
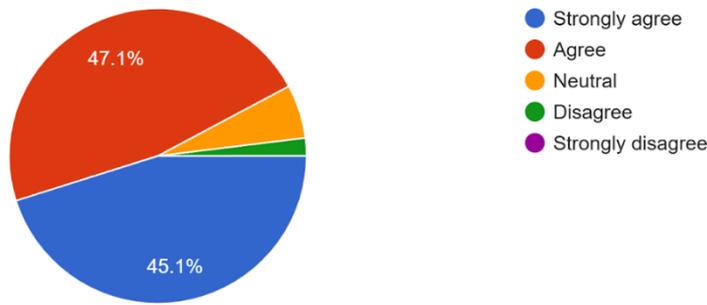
Figure 7 shows respondents' views on role of brand logo color in first impression of a brand
Over 92% of respondents feel that brand logo color influences their first impression of a brand. This shows that colors serve as a visual communication tool, representing trust, quality and personality of a brand even before consumers use the product or service.
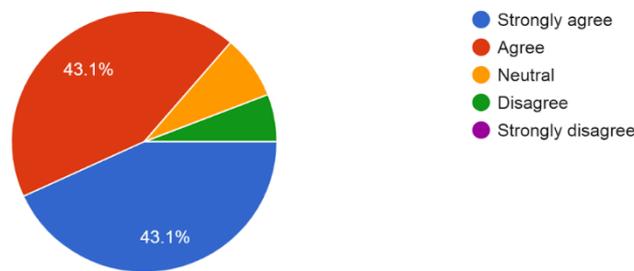

Figure 8 shows respondents' views on impact of packaging color on perception of product quality
A majority of 86.2% of respondents feel that packaging color influences their perception of product quality. This indicates that consumers associate certain colors with characteristics such as freshness, affordability or premium shaping their perception of quality even before using the product. Therefore, packaging color plays a crucial role in purchase decisions.
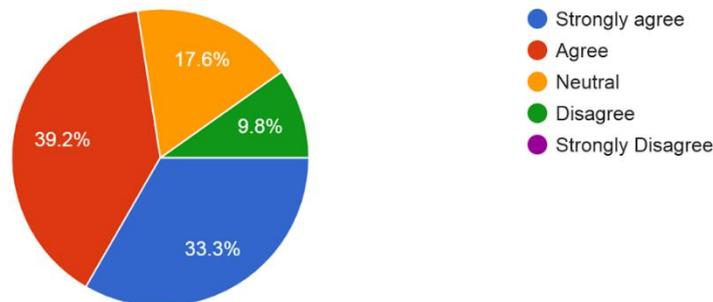

Figure 9 shows respondents view on Role of Color in Purchase Decision color plays an important role in my decision to purchase a product
More than 72% of respondents agree that color influences their purchasing decisions. Although a small section remains neutral or disagrees, the overall trend indicates that color acts as an effective factor, especially at the point of sale, where people make quick choices based largely on what they see.
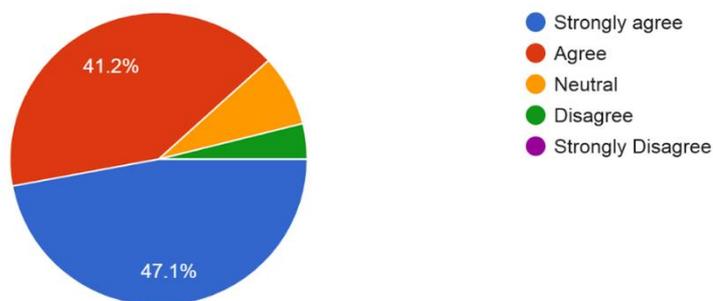
Figure 10 shows respondents view on Brand Recall Based on Color
I can easily recall brands based on their color alone.
Nearly 88% of respondents can recall brands through color itself , highlighting the strong link between color and brand memory. This proves that consistent color usage enhances brand recall and helps brands remain top-of-mind among consumers.
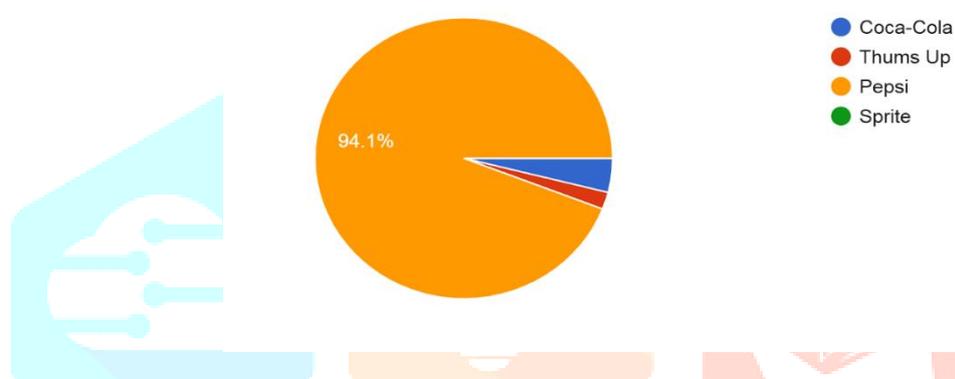

Figure 11 shows respondents' views on brand identification through logo color
We had given a colour combination and a majority of people correctly identified Pepsi, demonstrating how effectively color and visual identity aid brand recognition. This clearly showcases the power of strong, when color stays consistent, a brand becomes recognizable at a glance and no text required.

V. CONCLUSION

The study states that color psychology plays a crucial role in branding, significantly affecting consumer emotions, brand perception, purchase decisions, and brand recall. The findings reveal that a majority of respondents strongly believe that colors influence human behavior and consider color to be an essential element in branding, particularly in shaping first impressions, perceived product quality, and brand identification. The fact that people could recognize brands just by their color shows how powerful consistent and thoughtful color choices really are. Overall, the research validates that colors are not just aesthetic elements but strategic tools that enhance brand communication and consumer engagement. For future research, the scope can be expanded by increasing the sample size and including a more diverse demographic profile across different age groups, regions, and income levels to improve generalizability. Further studies may also explore the impact of specific colors on different product categories, cultural variations in color perception, and the role of color psychology in digital branding, social media marketing, and online purchasing behavior, providing deeper insights into evolving consumer-brand interactions.

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