International Journal of Business and Economics
ISSN: 1607-0704
Vol. 26, No. 1, 2026
DOI: https://doie.org/10.10399/IJBE.2026164105

HOW COLOR PSYCHOLOGY AFFECTS BRANDING AND BUYERS CHOICES

Dr. R. Blessie Pathmu[1], Dharmini R[2], Lishanthini M[3], Elson Raj T[4]

[1]Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology

[2,3,4], MBA, School of Management Studies, Sathyabama Institute of Science and Technology

ABSTRACT

Color has emerged as one of the most potent branding tools in an increasingly competitive marketplace where visual components are crucial in forming consumer perceptions and influencing purchase decisions. A crucial component of branding is color psychology, which has a big impact on consumers' attitudes, feelings, and purchasing decisions. Without the need for spoken explanation, colors serve as powerful visual cues that convey a brand's identity, values, and personality. This article explores how consumers' assessments of the brand's personality are influenced through color saturation and hues, and how these perceptions impact consumers' decisions. The study examines the psychological and emotional reactions that various colors elicit and examines how companies strategically employ color to draw in customers, foster trust, and create emotional bonds. The connection between color characteristics and consumer behaviour— particularly with regard to product perception, brand recognition, and purchase intention—is given special attention. The study uses correlation analysis to examine the relationship between perceived brand personality and brand color brightness, as well as the relationship between current brand personality and color brightness selection in visual identity. By examining commonly used brand colors and their psychological associations, the article demonstrates that appropriate color selection can enhance brand positioning and positively influence consumer decision-making. The findings suggest that the effective application of color psychology serves as a vital marketing strategy, enabling brands to differentiate themselves in competitive markets, strengthen consumer engagement, and improve overall brand effectiveness.

Keywords: Color Psychology, Branding, Consumer Behaviour, Brand Personality, Purchase Intention, Visual Identity, Correlation Analysis.

INTRODUCTION

In today's cutthroat marketplaces, consumers' perceptions and purchasing decisions are greatly influenced by branding. In order to differentiate themselves and build a strong market presence, brands heavily rely on visual and psychological components as goods and services become more and more similar in terms of quality and cost. Of the different elements of branding, the use of color is recognized as one of the most effective methods because of its direct linkage with psychological responses and human emotions. Color plays a significant role in shaping the buyer's attitude during the purchasing phase, often at a subconscious level. The application of color psychology recognizes how different colors impact human emotions, behaviours, and attitudes, making it an imperative aspect to focus on while designing an effective branding strategy. Colors are recognized as a form of nonverbal communication, which immediately triggers reactions and emotional responses from the targeted consumers, often during their first encounter with the brand before any intellectual cognition occurs. Color psychology has been acknowledged to play a crucial role in boosting brand recognition, perceived quality, and

International Journal of Business and Economics
ISSN: 1607-0704
Vol. 26, No. 1, 2026
DOI: https://doie.org/10.10399/IJBE.2026164105

influencing buying decisions. Noticing the impact caused by color psychology, companies choose to use certain colors in their logos, packaging, advertisements, and online features to define their existence, set their standards, and express their personalities. Using different colors appropriately and in unison with other features enables companies to display their credibility, excitement, sophistication, or dependability, according to the psychological response linked to the usage of certain colors at varying levels of brightness. Notwithstanding its imperative role in the branding context, the impact of color psychology on buyer decisions is often underrated or improperly utilized at different stages of the branding strategy formulation phase. Often, many branding decisions are made with an insight grounded in personal preferences and a lack of psychological interpretation and understanding, rendering the visual identity strategy approach inefficient. The paper presents an analysis of the role of color psychology in influencing the buyer's responses to branding, with focus on the impact of color dimensions on buyer responses to the personalities of the respective brands. Furthermore, it presents an analysis of how such buyer responses impact purchasing decisions and the evaluation of the brand or company. By comprehending the psychological aspects of color usage in branding, companies seek to exploit strategic approaches to designing visual identities to ultimately promote their positioning in the market, consumer engagement, and efficiency of marketing activity.

REVIEW OF LITERATURE

A Study on color psychology in marketing and consumer behavior has yielded significant insights into the impact of visual elements on purchasing decisions. Satyendra Singh's (2006) research shows that color has a big impact on how people see things, pay attention, and decide to buy things. This makes it an important part of marketing strategy. Aslam M. M. (2006) also says that using the right colors in branding and product design makes people think the quality is better and makes them more likely to buy. Additionally, research conducted by Andrew Elliot and Mark Maier (2014) illustrates that warm and cool colors elicit specific emotional responses, influencing consumer perceptions of products and services. Angela Wright (1995) backs this up by saying that colors can help show brand personality traits like trust, excitement, and sophistication. Patrick Renvoise and Christophe Morin's (2007) research on neuromarketing also shows that color affects how people make decisions and how they feel about things. In general, these results show how important it is to use color effectively to enhance branding and get people to engage with it.

METHODOLOGY

In this research, the methodology that will be utilized involves using the quantitative research approach. This will allow the research to determine the impact of color psychology on branding as well as consumers' choice. A structured research method will be applied by using a research questionnaire that will comprise 20 questions, all of which will aid in determining consumers' response to the color of brands. These questions will range from various aspects of brands, such as brightness, consumers' response in terms of color, consumers' association of brands with personalities, recognition, as well as consumer choice. Moreover, this particular research will make use of the correlation method. This will enable the research to determine the various hypotheses that will ascertain the kind of association between the characteristics of the brands, brands' personalities, as well as consumers' choice of brightness of brands.

DATA ANALYSIS AND RESULTS

International Journal of Business and Economics
ISSN: 1607-0704
Vol. 26, No. 1, 2026
DOI: https://doie.org/10.10399/IJBE.2026164105

One of the major aims of this research is to investigate the relationship between color variables and consumers' perception of brand personality and attention. The first hypothesis is that the brightness of the color of a brand is related to consumers' perception of the brand as being premium or friendly. The null hypothesis is that there is no significant relationship between color brightness and consumers' perception, and the alternative hypothesis is that there is a significant relationship between them. The Pearson correlation test indicates that there is a moderate and positive relationship between the brightness of a brand's color and consumers' perception of the brand ($r = 0.363$, $p < 0.001$). Since the significance value is less than 0.01, this indicates that the null hypothesis is rejected and hence confirms the result of the alternative hypothesis, which implies that color brightness is an important factor in shaping consumers' perception of brands. The other significant association studied in the research is between consistent brand color usage and perceived brand reliability. The null hypothesis suggests that there is insignificant association, while the alternative hypothesis indicates a significant association. The correlation test outcome indicates a significant positive association between the use of consistent brand colors and perceived brand reliability with a correlation coefficient of 0.246 and p-value of 0.006. Since the p-value < 0.01, the null hypotheses are rejected. In general, the evidence suggests that the use of color in branding factors such as brightness, saturation, and consistency impact consumer perception and thus suggests the implementation of color psychology as an aspect of brand management and consumer behaviour.

Correlations

		The brightness of a brand's color influences whether I perceive it as premium or friendly.	Brand colors with high saturation draw my attention to the product or service.
The brightness of a brand's color influences whether I perceive it as premium or friendly.	Pearson Correlation	1	.363**
	Sig. (2-tailed)		.000
	N	125	125
Brand colors with high saturation draw my attention to the product or service.	Pearson Correlation	.363**	1
	Sig. (2-tailed)	.000	
	N	125	125

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Consistent brand colors make me perceive the brand as more reliable.	The brand's colors reflect the emotions and values it promotes.
Consistent brand colors make me perceive the brand as more reliable.	Pearson Correlation	1	.246**
	Sig. (2-tailed)		.006
	N	125	125
The brand's colors reflect the emotions and values it promotes.	Pearson Correlation	.246**	1
	Sig. (2-tailed)	.006	
	N	125	125
**. Correlation is significant at the 0.01 level (2-tailed).			

FINDINGS

From the analysis, the results validate that the role of color psychology in influencing consumer perceptions and the effectiveness of consumer-branding cannot be underestimated. Notably, a major number of respondents reported that the brightness and saturation of the colors could potentially influence their perceptions of any brand, especially with regards to perceived friendliness, superiority, and attractiveness. The correlation analysis shows that brighter and more saturated colors of the brand are positively related to gaining more consumer attention and positive consumer-brand perception. In addition, the paper concludes that the consistency of brand colors increases the perceived reliability of brands. This means that many participants agreed that brands with consistent color schemes are more trustworthy and resonate with the values that the brands stand for. This shows that consistent brand colors have a positive impact on the rebuilding of the emotional link with the brand. In fact, the relationship between consistent brand colors and reliability depicts the significance of a consistent visual identity. These observations reinforce the importance of developing a color strategy for brand color usage, as opposed to using color based on personal preference. The appropriate use of color psychology, thus, can help ensure that the brand message comes through clearly, captures consumer attention, and has a profoundly positive effect on the buying decision. This, therefore, ensures that color usage and brand positioning effectiveness reinforce positively.

CONCLUSION

Finally, in summary, the importance of the psychology of colors in the effectiveness of the brand and the choices of the buyer is demonstrated in the study. The correct use of the brightness and saturation levels of colors has a great impact on the way the consumer perceives the personality and the credibility of the brand. On the other hand, the correct use of colors as a non-verbal communication method can be used as an effective means that grabs the attention and creates emotions to influence the consumer's decision. The use of the psychology of colors can help in the creation of a better brand experience with an increased competitive advantage in the competitive marketplace.

REFERENCES

- Singh, S. (2006). **Impact of color on marketing. Management Decision**, 44(6), 783–789. https://doi.org/10.1108/00251740610673332
  → Explains how color significantly influences consumer perception, brand recognition, and purchase decisions in marketing contexts.
- Aslam, M. M. (2006). **Are you selling the right colour? A cross-cultural review of colour as a marketing cue. Journal of Marketing Communications**, 12(1), 15–30. https://doi.org/10.1080/13527260500247827
  → Discusses how color meanings vary across cultures and influence global branding strategies.
- Labrecque, L. I., & Milne, G. R. (2012). **Exciting red and competent blue: The importance of color in marketing. Journal of the Academy of Marketing Science,** 40(5), 711–727. https://doi.org/10.1007/s11747-010-0245-y
  → Demonstrates how different colors communicate specific brand personality traits and shape consumer responses.
- Elliot, A. J., & Maier, M. A. (2014**). Color psychology: Effects of perceiving color on psychological functioning in humans. Annual Review of Psychology**, 65, 95–120. https://doi.org/10.1146/annurev-psych-010213-115035
  → Provides a strong theoretical foundation on how colors influence emotions, cognition, and behaviour.
- Jonauskaite, D., Abu-Akel, A., Dael, N., et al. (2020). **Universal patterns in color–emotion associations. Scientific Reports,** 10(1), 1–15. https://doi.org/10.1038/s41598-020-65785-5
  → Shows how colors are consistently associated with emotions across cultures, supporting their impact on consumer perception and behaviour.
- Hagtvedt, H., & Brasel, S. A. (2021**). Color saturation increases perceived product size and enhances consumer preference. Journal of Consumer Research.** https://doi.org/10.1093/jcr/ucab032
  → Demonstrates how color intensity influences product perception and consumer preference.