

# **A STUDY ON PSYCHOLOGY OF COLOURS IN BRANDING AND ADVERTISMENT**

**MS. GREESHMA R<sup>1</sup>**

**DHANESH D<sup>2</sup>, TEENA EVANGELINE A<sup>2</sup>**

**<sup>1</sup>ASSISTANT PROFESSOR, <sup>2</sup>III BCOM ACCOUNTING & FINANCE**

**“A”,**

**BCOM ACCOUNTING & FINANCE,**

**SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE,**

**COIMBATORE-641006, INDIA.**

## **ABSTRACT**

The psychology of colours in branding and advertising plays a crucial role in influencing consumer perceptions and behaviours. Colours evoke emotional responses, convey brand identity, and can even trigger subconscious associations. Marketers strategically select colours to align with their brand values and to communicate specific messages to their target audience. For example, blue is often associated with trust and professionalism, making it a popular choice for financial institutions and tech companies. Red, on the other hand, evokes excitement and urgency, which is why it is commonly used in sales promotions and fast-food branding. Additionally, the cultural context of colour influences its meaning, as colours can carry different symbolic associations across different regions and societies. This abstract explores how colours are not only aesthetic elements but also powerful psychological tools that shape consumer perceptions and drive purchasing decisions.

**KEY WORD:** psychology of colours in branding and advertisement

## **1.1 INTRODUCTION**

Introduction to the Psychology of Colour in Branding and Advertising. The psychology of colour plays a critical role in branding and advertising, shaping how consumers perceive and

interact with brands. Colours evoke emotions, influence decisions, and help establish brand identity, often on a subconscious level. In the world of marketing, where first impressions matter greatly, colour serves as a silent communicator that can convey values, evoke trust, or stimulate desire. Different colours are associated with specific psychological effects, often rooted in cultural or biological factors. For instance, red is known to evoke feelings of passion, excitement, or urgency, making it popular for brands seeking to grab attention or promote fast action, such as in sales campaigns. Blue, on the other hand, conveys trust, calmness, and reliability, which is why many financial institutions and technology companies use it in their branding. Yellow radiates energy and optimism, while green often symbolizes nature, growth, and sustainability. In branding consistent use of colour helps create recognition and strengthens a company's visual identity. Iconic brands like Coca-Cola (red) or Starbucks (green) leverage colour as a core element of their brand personality, making them instantly recognizable even without text.

## **1.2 OBJECTIVES**

- To analyze the role of colour in enhancing brand recall and recognition among consumers.
- To study the emotional and psychological associations of specific colours used in advertising campaigns.

## **1.3 SCOPE OF THE STUDY**

This study explores the role of colour psychology in branding and advertising, focusing on how colours influence consumer perceptions, emotions, and decision-making. It examines the psychological impact of individual colours, colour combinations, and their application in various marketing contexts. The study also investigates how cultural, demographic, and situational factors shape the interpretation and effectiveness of colour in brand identity and advertising campaigns.

## **1.4 STATEMENT OF THE PROBLEM**

The influence of colour in branding and advertising is widely acknowledged, yet its psychological effects on consumer perception and behavior remain underexplored or misunderstood in many marketing strategies. While colour is a critical component of brand identity and advertisement design, there is a lack of comprehensive understanding of how specific colours evoke emotional responses, shape brand associations, and drive purchasing

decisions. This gap in knowledge can lead to ineffective colour choices, misaligned branding, and reduced consumer engagement. The problem lies in bridging the gap between the theoretical knowledge of colour psychology and its practical application in branding and advertising. Without a deeper understanding of how colours influence consumer behavior, marketers risk losing opportunities to create impactful, memorable, and culturally sensitive campaigns that resonate with their target audience. This study seeks to address these challenges by examining the psychological role of colour in branding and advertising, offering insights that can guide effective design and marketing strategies.

## **1.5 RESEARCH METHODOLOGY**

This study adopts a mixed-methods approach, combining both qualitative and quantitative research techniques to comprehensively analyze the role of colour psychology in branding and advertising. The methodology includes the following key components to gather comprehensive and reliable data for the study on the psychology of colour in branding and advertising, a combination of qualitative and quantitative data collection methods will be employed.

## **1.6 LIMITATIONS OF THE STUDY**

- Individual responses to colour can vary significantly based on personal experiences, cultural background, and preferences, making it challenging to generalize results.
- The area of the study is restricted within the Coimbatore city.
- Only 121 respondents have been taken for the study, if the responses increase the result may differ.

## **2. LITERATURE REVIEW**

**Anastasia Tara ova (2024)<sup>1</sup>** *“The purpose of this study was to determine the effectiveness of colour usage in advertising & show the influence of colour on consumer behaviour”*. The use of colour in Advertising. the use of colour influence consumer behaviour. The role of colour play in creating emotional connections between consumers & brand. This is a quantitative research approach which was chosen with survey as a primary data collection tool. In conclusion, correct usage of colour in advertising is important because it always influence how people percept the advertisement. correctly chosen colours, hues & tones can make visual advertising memorable for customers.

**Dr. Aditi R Khandelwal, Ms. Dishita Singh, Dr. Monika Singh, Dr. Isha Sharma, April (2024).** *“The purpose of the study is to analyze the impact of colour psychology on consumer buying behavior”*. To gather preliminary data for the research, a questionnaire was used. The purpose of the study is to evaluate current research and look at how colour affects marketing colour psychology in the context of food marketing we also explore the difference and debates around colour psychology. Marketers can utilize colour to impact consumer behavior such as mood, appetite and perception of wait time. Colour is the key sensory cue that influences expectation about a food, product, flavor and taste.

**Hasnaa S Soliman, Menna A Alkaramani, Iman G Elbadwy, Zainab G Hassabo, December (2024)***“The objective of this study are to define the terms “marketing, product, psychological behavior, marketing function “*. Colour is source of information & is present everywhere. After their first encounters with people or things consumers form opinion within 90 seconds. Colour alone account for 62 – 90 percent of the evaluation. Business from many sectors use colour to differentiate their products and establish their brands. Some businesses have made effective colour management their core expertise.

**Xuan Zhou, Chen Lou and Xun (Irene) Huang, June (2023).** *“To Know about how brands can strategize brand activism advertising to effectively engage consumers and their companies using colour”*. The research examines the visual elements i.e. (image colour: black & white) in the effectiveness of brand activism advertising. These findings advance current literature by examining brand activism advertising from the mechanism that affect consumer experiences and advertising colour effectively.

**Lyu Liang, Sazrinee Briti Zainal Abidin, Wazlina Binti Shaari, Mohd Faiz Bin Yahaya, Lyu Jing, (2024).** *“To study the mediating factors through which colour influences purchase intention, brand image, brand attitude, consumer perception, colour preference and the combination of elements, including traffic light labels”*. This study offers a recent, focused review on the impact of colour on purchase intention, linking it to brand image, attitude and contributing to the development of a theoretical model connecting colour with purchase intention. The contribution of this study lies in the development of a conceptual model elucidating the impact of colour on purchasing motivation.

**Vipin Gupta, Ashesh Sharma, December (2018)** *“To ensure the literature review, the challenges faced and the future scope of the colour for the web”*. This comprehensive evaluation delves into the multifaceted realm of colour theory because it pertains to web layout,

imparting insights into its ancient foundation, mental under pinning’s realistic programs and destiny traits. The ability integration of colour principle with biofeedback introduces an interesting road for person – targeted layout. As we navigate the complicated interplay of colour era and design philosophy several key insights and concern emerge.

**Nayanika Singh, S.K. Srivastava, September (2016)** *“Impact of colour on the psychology of marketing what is the significance and importance of colour in daily life “.* how colours act as a medium in influencing this psychology of customers contributing towards their branding advertisement marketing and sales based on comprehensive review of literature and some noted case studies. All things but together the right colours empower and contribute to the success of an advertisement campaign a product or service or even an interior space and in contrast wrong colours can be a costly mistake as a marketing tool colour can be a sublimely persuasive force and as a functional component of human vision.

**J. Suresh Kumar, (2017)** *“The researchers made a domestic study on the psychology of colour influences consumer buying behaviour usage of colours in packaging of products.”* The psychology of colour influences consumers buying behavior or diagnostic study nearly all products sold today have colourful feces selecting the right colours to use has an enormous impact on product sales. how colours earned brand inmates to a product how colours help marketers to communicate the brand to customers and how to match colour customers personality or extensive discussed. Conclusion are drawn based on this diagnostic study.

## ANALYSIS

### 3.1 PERCENTAGE ANALYSIS

**Table1**

DEMOGRAPHICS		FREQUENCY	PERCENTAGE
AGE	18-25	91	65.9
	25-35	19	13.8
	35-48	15	10.9
	ABOVE 48	13	9.4
	<b>TOTAL</b>	<b>138</b>	<b>100</b>
GENDER	MALE	66	47.8

	FEMALE	71	51.4
	<b>TOTAL</b>	<b>138</b>	<b>100</b>
<b>EDUCATIONAL QUALIFICATION</b>	SCHOOL	12	9.7
	DIPLOMA	1	0.7
	GRADUATE	117	84.8
	PROFESSIONAL COURSE	8	5.8
	<b>TOTAL</b>	<b>138</b>	<b>100</b>
<b>OCCUPATION</b>	STUDENT	122	88.4
	EMPLOYED	8	5.8
	SELF EMPLOYED	5	3.6
	PROFESSIONAL	3	
	<b>TOTAL</b>	<b>138</b>	<b>100</b>

### 3.2 INTERPRETATION

The demographic analysis reveals that the majority of respondents are young adults aged 18-25, comprising 80% of the sample, with a significantly smaller proportion from other age groups. A larger portion of respondents are male (64.3%) compared to female (35.7%). In terms of educational qualifications, most respondents are graduates (75%), followed by postgraduates (19.3%), with a small percentage holding a high school diploma or lower. The family structure is predominantly nuclear, with 75% of respondents belonging to nuclear families, while 25% come from joint families. Regarding monthly income, the largest group (38.6%) earns less than 25,000, followed by those earning between 35,000 and 50,000 (27.9%), with smaller portions in higher income brackets. This suggests a relatively young, educated, and predominantly male sample with diverse income levels and family structures.

**H<sub>1</sub>: There is significant relationship between age group and individual opinion towards colour in branding and advertising.**

**ANNOVA**

		Sum of Squares	df	Mean Square	F	Sig.
White in an advertisement creates a sense of simplicity and purity for me.	Between Groups	2.761	3	.920	3.014	.032
	Within Groups	44.579	146	.305		
	Total	47.340	149			
The colour blue in an advertisement makes me feel calm and secure.	Between Groups	47.340	3	.243	.715	.545
	Within Groups	.730	146	.341		
	Total	49.730	149			
I feel more energized when I see the colour red in an advertisement.	Between Groups	11.695	3	3.898	9.135	.000
	Within Groups	62.305	146	.427		
	Total	74.000	149			
Bright and vibrant colour in a logo make a brand more memorable to me	Between Groups	6.110	3	2.037	4.691	.004
	Within Groups	63.390	146	.434		
	Total	69.500	149			
The combination of colours used in advertisements makes it easier for me to recall the brand later	Between Groups	2.558	3	.853	2.899	.037
	Within Groups	42.942	146	.294		
	Total	45.500	149			
I tend to remember brands better when they use distinctive and unique colours in their advertising	Between Groups	7.064	3	2.355	4.892	.003
	Within Groups	70.269	146	.481		
	Total	77.333	149			
Brands that use bold and contrasting colours stand out to me more than others	Between Groups	.564	3	.188	.646	.587
	Within Groups	42.509	146	.291		
	Total	43.073	149			
The use of orange in an advertisement	Between Groups	15.294	3	5.098	12.580	.000
	Within Groups	59.166	146	.405		



makes me feel excited and enthusiastic.	Total	74.460	149			
I feel more trusting of a brand when its advertising uses the colour blue.	Between Groups	.494	3	.165	.441	.724.724
	Within Groups	54.579	146	.374		
	Total	55.073	149			
Bright and bold colours in an advertisement grab my attention more than muted colours.	Between Groups	206.240	3	68.747		
	Within Groups	.000	146	.000		
	Total	206.240	149			
The use of green in an ad makes me think of environmental sustainability.	Between Groups	5.300	3	1.767	8.815	.000
	Within Groups	29.260	146	.200		
	Total	34.560	149			
Colours in advertisements help me remember the brand more easily.	Between Groups	2.384	3	.795	3.315	.022
	Within Groups	35.009	146	.240		
	Total	37.393	1493			
I associate the colour purple in advertisements with creativity and luxury.	Between Groups	.224	3	.795	1.008	.391
	Within Groups	10.816	146	.240		
	Total	11.040	149			
The use of colours in advertising can affect my mood or emotions.	Between Groups	2.761	3	.920	3.014	.032
	Within Groups	44.579	146	.305		
	Total	47.340	149			
The colours used in an advertisement influence my perception of the product's quality.	Between Groups	5.933	3	1.978	11.122	.000
	Within Groups	25.960	146	.178		
	Total	31.893	1493			
			146			
			149			

Bright and vibrant colour in a logo make a brand more memorable to me	Between Groups	11.695	3	3.898	9.135	.000
	Within Groups	62.305	146	.427		
	Total	74.000	149			
I tend to remember brands better when they use distinctive and unique colours in their advertising	Between Groups	6.110	3	2.037	4.691	.004
	Within Groups	63.390	146	.434		
	Total	69.500	149			
The colour of a products packaging helps me recognise it more easily among competing products	Between Groups	2.558	3	.853	2.899	.037
	Within Groups	42.942	146	.294		
	Total	45.500	149			
I find it is here to recognise a brand when it uses a consistent colour scheme across platforms	Between Groups	.730	3	.243	.715	.545
	Within Groups	49.730	146	.341		
	Total	50.460	149			
I associate certain colours with specific brands because I see those colours frequently in there advertisements	Between Groups	15.294	3	5.098	12.580	.000
	Within Groups	59.166	146	.405		
	Total	74.460	149			
Brands that use bold and contrasting colours stand out to me more than others	Between Groups	.224	3	.075	1.008	.391
	Within Groups	10.816	146	.074		
	Total	11.040	149			
Brands that use bold and contrasting colours stand out to me more than others A brand's choice of colours help me	Between Groups	.564	3	.188	.646	.587
	Within Groups	42.509	146	.291		
	Total	43.073	149			

remember it quickly after seeing its advertisement						
The combination of colours used in advertisements makes it easier for me to recall the brand later	Between Groups	206.240	3	68.747		
	Within Groups	.000	146	.000		
	Total	206.240	149			
I can often recognise a brand just buy it's colours , even if I don't see the name	Between Groups	5.933	3	1.978	11.122	.000
	Within Groups	25.960	146	.178		
	Total	31.893	149			
Brands that use colour schemes allowed with their industries standards ( eg : blue for technology ) are easier for me to identify	Between Groups	7.064	3	2.355	11.122	.003
	Within Groups	70.269	146	.481		
	Total	77.333	149			

#### 4. INTERPRETATION

The colour choices in advertisements have a significant impact on consumer perceptions and emotions. For example, white in ads is associated with simplicity and purity ( $p = 0.032$ ), while orange generates excitement and enthusiasm ( $p = 0.000$ ), and green evokes thoughts of environmental sustainability ( $p = 0.000$ ). Red has a strong effect on boosting energy ( $p = 0.000$ ), and bright and vibrant colours enhance brand recall ( $p = 0.004$ ). Colours also play a key role in shaping perceptions of product quality ( $p = 0.000$ ) and help viewers remember the brand ( $p = 0.022$ ). In contrast, blue, though often linked with calm and trust, does not significantly influence feelings of security or trust ( $p = 0.545$  and  $p = 0.724$ ). Similarly, bold and contrasting colours do not significantly affect brand standout ( $p = 0.587$ ), while using industry-standard colour schemes makes brands more easily identifiable ( $p =$

0.003). Overall, colours are a powerful tool in advertising, affecting emotions, brand recall, and consumer perceptions.

## **5.1 SUGGESTION**

The psychology of colour in branding and advertising plays a pivotal role in shaping consumer perceptions, emotions, and behaviours. Different colours evoke specific emotional responses—red generates excitement, blue fosters trust, and green is often associated with sustainability—helping brands connect with their audience on a deeper level. Colours contribute significantly to brand identity, differentiating companies and enhancing recognition, as seen with iconic brands like Coca-Cola, Facebook, and Starbucks. The cultural context of colour also influences its effectiveness, as meanings can vary across regions. Additionally, colour choices impact attention, with bold, vibrant hues being more effective at grabbing consumer interest, while softer tones may convey luxury or sophistication. Research shows that colour affects memory recall, decision-making, and even purchasing behaviour, making it an essential tool for marketers. Understanding these psychological effects allows brands to craft more compelling, emotionally resonant advertising and design strategies that influence consumer behaviour and foster long-term brand loyalty.

## **5.2 CONCLUSION**

The psychology of colour in branding and advertising is a powerful tool that significantly influences consumer perception, emotions, and purchasing behaviour. By strategically using colour, brands can create strong emotional connections with their audience, enhance brand recognition, and evoke specific responses, such as trust, excitement, or sustainability. Cultural considerations and the context in which colours are used further shape their effectiveness, making it crucial for brands to tailor their colour choices to their target markets. As research continues to uncover the profound impact of colour on decision-making and memory, it is clear that understanding colour psychology is essential for crafting successful marketing campaigns and building lasting brand identities.

## **REFERENCES**

1. <https://www.interaction-design.org/>
2. <https://www.ama.org/>
3. <https://www.verywellmind.com/>

4. <https://thelectern.org/>
5. <https://blog.hubspot.com/>
6. <https://www.canva.com/>
7. <https://www.smashingmagazine.com/>
8. <https://designshack.net/>
9. <https://www.colourpsychology.org/>
10. <https://99designs.com/>

