

Research Article

The psychology of color in business branding: how color influences purchasing decisions

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Email: difa.nuresa@upi.edu**Abstract**

Color is a visual element that has a significant psychological impact on consumer purchase decisions. Color psychology in business branding plays a role in building brand identity, creating emotional associations, and increasing product appeal in the market. Various studies show that color has an influence on consumer perceptions, emotions, and behavior, so the choice of color in marketing strategies can determine the success of a brand. However, while many companies have adopted color-based strategies, there is still a gap in understanding how certain color combinations can affect customer loyalty and market preferences in the long run. This study aims to analyze the role of color psychology in business branding and its impact on consumer purchasing decisions. The method used in this study is a literature study with a qualitative approach, in which various academic sources, such as scientific journals and research reports in the last five years, are systematically reviewed to identify patterns and trends relevant to this topic. The results of the study show that color in branding not only affects visual appeal but also forms a deep emotional impression on consumers. The color red, for example, is often associated with energy and urgency, while the color blue reflects professionalism and trust. In addition, cultural and demographic factors also affect consumer perception of certain colors. Therefore, companies need to understand color psychology in more depth to design effective branding strategies and increase competitiveness in the market.

Keywords: Color Psychology, Branding, Purchase Decision.

INTRODUCTION

Color is an important element in marketing strategies and business branding because it has a psychological influence on consumer emotions, perceptions, and decisions (Kusuma & Suhendar, 2022) (Pahira et al., 2022). Color psychology plays a crucial role in building a strong brand identity and forming certain associations in the minds of consumers (Setyaningsih, 2021). According to research by Yusuf et al. (2020), color in branding can increase the visual appeal of products, build consumer trust, and create an emotional connection with the brand (Yusuf et al., 2020). Therefore, choosing the right color in a marketing strategy is a very important factor in influencing purchasing decisions.

Color Psychology is a branch of science that studies how colors can affect human emotions, behavior, and cognitive processes. Color has an important role in shaping mood and improving a person's focus and memory (Kusumaningrum & Supradewi, 2019). A study by Hasibuan and Suryana (2021) shows that bright colors such as yellow and green can improve cognitive function in early childhood by stimulating attention and increasing motivation to learn (Hasibuan & Suryana, 2021). In addition, research by Pohan (2024) found that the use of color sand in learning can contribute to children's cognitive development, especially in the recognition of patterns and visual concepts (Mawaddah & Pohan, 2024).

In addition to its effect on cognitive processes, color also has a significant impact on emotional responses. A study conducted by Analya and Yan (2021) showed that red can increase alertness and energy, while blue has a calming effect that can reduce anxiety in stressful situations (Analya et al., 2021). Fakhri and Agussalim (2024) also found that certain colors can improve short-term memory by creating stronger visual stimulation in the learning process (Fakhri et al., 2024). Thus, the use of color psychology in the design of the learning environment, both in the classroom and in teaching materials, can increase the effectiveness of learning and the psychological well-being of students.

Previous studies have shown that color has different effects on consumer perception and behavior. Ilahiyyah (2022) found that the color red tends to be associated with courage, passion, and urgency, so it is often used in discount promotions and limited offers (Ilahiyyah, 2022). In contrast, the color blue is more often associated with trust and professionalism, which are widely used by brands in

the banking and technology sectors (Saputra, 2023). Amron's research (2022) also shows that consumers are more interested in products with color combinations that match their values, such as green which is often associated with sustainability and environmentally friendly products (Hamida & Amron, 2022).

In today's digital era, where business competition is getting fiercer, the use of color psychology in branding has become more significant. With the increasing use of social media and e-commerce, the visual appearance of a brand is a major factor in attracting consumers' attention in a matter of seconds (Zaki, 2024). Research by Susanti and Gunawan (2019) revealed that around 90% of consumer purchase decisions are influenced by visual factors, with color as the dominant element in creating product appeal (Susanti & Gunawan, 2019). Therefore, understanding how color affects consumer emotions and behavior can help companies develop more effective marketing strategies.

Although there have been many studies that have discussed the role of color in branding, there is still a gap in understanding how certain color combinations can increase customer loyalty in the long term (DIRGANTORO, 2023). In addition, studies on how cultural and demographic factors affect consumer responses to color still need to be studied further. Therefore, this study seeks to analyze in depth the role of color psychology in business branding and its impact on consumer purchasing decisions.

This research has a high urgency in the context of modern business competition that increasingly relies on visual-based marketing strategies. With the growing digital and e-commerce industries, understanding color psychology can provide a competitive advantage for companies in building a strong brand identity and attracting consumer interest (Rachmad et al., 2023). In addition, this study also provides insight for marketers in designing more effective and scientific evidence-based branding strategies, so that they can increase product competitiveness in an increasingly competitive market (Nabila, 2023).

Several previous studies have explored the link between color psychology and purchase decisions. A study by Aryandi (2024) found that the colors used in fast food advertisements can affect the perception of deliciousness and the desire to buy (Aryandi, 2024). Another study by Arifudin et al. (2021) highlights how color selection in logo design can increase brand awareness and consumer loyalty (Arifudin et al.,

2021). Additionally, research by Faaroek et al. (2023) revealed that color psychology in digital branding can increase consumer engagement rates and purchase conversions on e-commerce platforms (Tarina et al., 2023).

This study aims to analyze how color psychology in business branding can affect consumer purchasing decisions. Specifically, this study will examine the role of color in building brand identity, creating certain emotional perceptions, and increasing product attractiveness in the eyes of consumers. In addition, this study also aims to explore how color preferences can vary based on cultural, demographic, and industry factors. It is hoped that the results of this study can provide practical insights for marketers and business people in designing a more effective and scientific evidence-based branding strategy.

RESEARCH METHODS

This study uses a qualitative approach with the type of literature study research (library research), which aims to analyze how color psychology in business branding can affect consumer purchase decisions. The literature study was chosen because this method allows researchers to collect, review, and synthesize various previous research results to gain a comprehensive understanding of the role of color in marketing strategies and consumer behavior (Snyder, 2019).

The data sources in this study come from secondary literature which includes scientific journal articles, academic books, research reports, and conference proceedings that discuss color psychology in the context of branding and marketing. The literature used is obtained through various scientific databases such as Google Scholar, ScienceDirect, Springer, and ResearchGate. The source selection criteria include publications in the last five years (2019–2024) to ensure the analysis reflects the latest developments in the field of marketing psychology and consumer behavior (Booth et al., 2021).

The data collection technique is carried out through the documentation method, where relevant literature is identified, studied, and grouped based on the main theme that is in accordance with the focus of this research. The literature selection process is carried out systematically by considering the credibility of the source, the research method used, and its suitability with the topic discussed (Bowen, 2009). Keywords used in literature searches include color psychology in branding, consumer behavior and color perception, and influence of colors on purchasing

decisions.

The data analysis in this study was carried out using the content analysis method, which aims to identify patterns, trends, and main findings from previous research regarding the influence of color in business branding. The data collected is categorized based on aspects such as the impact of color on brand emotions and perceptions, color preferences in various industries, and the relationship between color and purchase decisions (Krippendorff, 2018). The results of this analysis are expected to provide deeper theoretical insights and practical recommendations for business people in optimizing the use of color as an element of an effective branding strategy.

RESULT AND DISCUSSION

The Psychology of Color in Business Branding and Its Influence on Consumer Purchase Decisions

Color plays an important role in business branding, as it has the ability to build a brand identity, evoke certain emotions, as well as influence consumer purchasing decisions. Choosing the right colors in logo design, packaging, and marketing strategies can create emotional appeal and increase customer loyalty.

According to Swarnakar research (2024), color in advertising and branding has a significant impact on consumer buying habits. This study shows that the colors chosen in branding can trigger different emotional responses, which ultimately affect product preferences and customer engagement levels (Swarnakar, 2024).

The Role of Color in Building Brand Identity

A strong brand identity entails choosing colors that align with the company's values and vision. Colors not only reflect aesthetics but also shape the company's image in the eyes of consumers.

Research by Manikandan and Kalaivani (2024) found that packaging design elements, especially color, have a direct impact on consumer purchasing decisions. Colors that stand out and fit a specific industry can increase the appeal of a product and build a deeper emotional connection with customers (Manikandan & Kalaivani, 2024).

For example, tech companies like Apple and Samsung use white, black, and gray to reflect innovation, simplicity, and sophistication. Meanwhile, fast-food brands like

McDonald's and KFC opt for red and yellow, which are psychologically associated with energy and appetite.

The Effect of Color on Consumer Emotional Perception

Color psychology has a profound impact on consumers' emotional perceptions, especially in the context of business branding. The colors used in logo design, packaging, and marketing strategies can evoke certain emotions that affect how consumers respond to a brand. Each color has a different psychological meaning, which indirectly shapes the image and impression of a product or service. Research by Alvar (2024) found that the use of appropriate colors in branding can increase consumers' positive perception of the products and services offered (Alvar, 2024).

One of the most commonly used colors in branding is red. This color is associated with energy, urgency, and appetite, so it is often used by fast food brands such as Coca-Cola, McDonald's, and KFC. The color red is able to attract attention instantly and create a dynamic and appetizing impression, so it is effective in influencing purchasing decisions in the food and beverage sector.

In contrast, blue reflects trust, professionalism, and security. Therefore, major companies such as Facebook, IBM, and Samsung choose this color to create a sense of stability and reliability in their brands. The color blue is often used in the technology, banking, and professional services industries because it is able to build a stronger sense of trust between brands and their consumers.

Additionally, the color green is often associated with nature, health, and sustainability. Brands such as Starbucks and Whole Foods use this color to show their commitment to more natural and environmentally friendly products. The green color also provides a calming effect for consumers, so it is often used in the organic food industry, health products, and sustainability-oriented businesses.

The color yellow, on the other hand, symbolizes optimism and happiness. IKEA and Nikon use these colors to create a cheerful and attractive impression, which serves to stimulate positive feelings and energy in consumers. This color is also often used in the retail industry to attract attention in storefronts or advertisements, as it can psychologically improve a person's mood.

Meanwhile, the color black is often associated with luxury, power, and exclusivity. Well-known fashion brands such as Chanel and Gucci use this color to

create an elegant and premium impression. Black is able to give an exclusive and prestigious impression, so it is widely used in high-end products, both in the fashion, automotive, and technology industries.

How Color Affects Product Appeal and Consumer Purchase Decisions

Purchase decisions are often influenced by the instant reaction a person has to a particular color. A study by Rouholamini and Aghajannezhad (2024) found that consumers can feel psychological conflict after purchase if the color of the product does not match their expectations, which suggests that color has a great influence in the early stages of decision-making (Aghajannezhad et al., 2024).

In a retail environment, the colors used in product packaging can also affect their appeal on store shelves. Products with brightly colored packaging often attract attention faster than products that use neutral colors. This is especially true in the soft drink and beauty products industries, where packaging with attractive colors is often associated with higher product quality.

Color Preferences Based on Cultural, Demographic, and Industry Factors

Color preferences in business branding are not universal, but are strongly influenced by cultural, demographic, and industry types. Colors that have a positive meaning in one society may have different meanings in another, so the choice of colors in branding must consider the social and psychological context of the target market.

In cultural aspects, colors often have different connotations depending on the values and traditions of the local community. Research shows that in the Western world, white is generally associated with purity, cleanliness, and marriage, so it is often used in the wedding industry or hygiene products such as soaps and detergents. However, in some Asian countries, such as China and India, white actually symbolizes grief and death. This causes global brands to be careful in choosing colors so as not to cause cultural misunderstandings that can have an impact on product acceptance in the international market.

In addition to cultural factors, color preferences are also influenced by demographic aspects, including age and gender. Children tend to be more interested in bright colors such as red and yellow that evoke cheerfulness and energy. Therefore,

products aimed at children, such as toys and snacks, often use striking colors in their packaging designs. On the other hand, adults tend to prefer calmer and more elegant colors such as blue and green, which reflect stability and peace. In addition, color preferences also differ based on gender, with men generally preferring masculine colors such as black and dark blue, while women are more interested in soft colors such as purple and pastel.

In the context of the industry, the effectiveness of color also depends heavily on the type of business being run. In the financial industry, for example, the color blue is often used because it creates an impression of trust, professionalism, and security. Banks and investment firms such as JPMorgan Chase and PayPal use blue in their branding to instill a sense of trust in customers. In contrast, in the food and beverage industry, red and orange colors are more dominant because they can whet the appetite and create a more attractive impression. Brands like McDonald's and Burger King use this color combination to attract customers' attention and stimulate the desire to buy.

From these various factors, it is clear that the choice of colors in branding cannot be done carelessly. Each color has a different psychological impact depending on who the target market is and in what context the color is used. Therefore, a deep understanding of color psychology as well as how cultural, demographic, and industry factors affect color perception is essential for businesses looking to create a strong and effective brand identity.

CONCLUSION

This research reveals that color psychology has a crucial role in business branding, especially in influencing consumer emotions and purchasing decisions. Choosing the right colors can enhance a brand's visual appeal, create a strong identity, and build an emotional connection with customers. The color red, for example, is often used in the fast food industry because it can increase appetite and create an energetic impression, while blue is more dominant in the banking and technology industries because it gives an impression of professionalism and trust. In addition, this study also shows that color preferences can be influenced by cultural, age, and gender factors, which makes the strategy of using color in branding must be adjusted to a specific target market.

To maximize the effectiveness of color psychology in branding, companies must

conduct in-depth research on the color preferences of their target market. The use of colors in logos, packaging, and marketing materials must be in harmony with the brand identity and the values that it wants to convey to consumers. In addition, companies also need to consider the cultural context and evolving market trends, as the meaning of colors can differ across different regions or demographic groups. In digital marketing, choosing the right colors in website and social media design can also increase customer engagement rates and sales conversions.

Further studies can be conducted to explore how certain color combinations in branding can increase customer loyalty in the long run. In addition, deeper research on differences in color preferences based on psychographic factors, such as consumer personality, can provide richer insights for marketers in designing more effective branding strategies. Experimental research that directly examines the influence of color on purchasing decisions in various industries can also provide stronger empirical data on the effectiveness of color psychology in the business world.

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