

A Study on the Psychology of Color in Branding with Reference to FMCG Products

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Abstract: The FMCG (Fast Moving Consumer Goods) industry is a dynamic and rapidly evolving sector that encompasses a wide range of everyday products consumed by individuals on a frequent basis. From food and beverages to personal care products, household items, and over-the-counter medicines, FMCG products are characterized by their quick turnover and relatively low cost. This sector is driven by the constant demand for essential goods and is considered one of the largest and most resilient industries globally. At the heart of the FMCG industry is the relentless pursuit of consumer satisfaction and convenience. FMCG products are designed to meet the diverse needs and preferences of consumers across various demographics, lifestyles and income levels. This industry caters to both necessities and indulgent desires, offering a plethora of choices to consumers in terms of brands, flavors, formulations, and packaging options. The FMCG sector thrives on innovation, with companies continually striving to develop new products, improve existing ones, and stay ahead of evolving consumer trends and preferences. The FMCG industry is characterized by intense competition and fast-paced market dynamics. Brands compete for market share and consumer attention through aggressive marketing strategies, innovative product offerings and strategic pricing tactics. Retail channels play a crucial role in the distribution and accessibility of FMCG products, with supermarkets, convenience stores, e-commerce platforms, serving as key outlets for consumer goods.

The present study is of paramount importance due to its profound impact on consumer behavior, brand perception and market competitiveness. Colors possess the remarkable ability to evoke specific emotions, associations and even physiological responses in individuals. Understanding how colors influence consumer perceptions and preferences enables FMCG brands to craft branding strategies that resonate with their target audience, differentiate themselves from competitors and foster stronger brand-consumer relationships. Moreover, colors play a pivotal role in shaping brand identity and personality, serving as visual cues that communicate brand values, positioning, and characteristics.

Key words: Brand recognition, Colour, Consumer perception, FMCG, Psychological response.

INTRODUCTION

FMCG products, depends and integrates research from psychology, marketing and design disciplines. Understanding the intricate relationship between color and human perception is essential for FMCG companies aiming to create compelling brand identities, evoke desired emotions and influence consumer behavior effectively. The paper explores how colors affect human emotions, cognition and behavior. Research in color psychology suggests that different colors evoke distinct emotional responses and associations due to their physiological and cultural significance. For example, warm colors like red and orange tend to stimulate arousal and excitement, while cool colors like blue and green evoke feelings of calmness and tranquility. Colors play a crucial role in shaping brand identity and personality. Through consistent use of colors across branding materials, FMCG companies can convey specific brand attributes and values. For instance, vibrant, energetic colors may align with a brand that seeks to portray a youthful and dynamic image, while muted, earthy tones may reflect a commitment to natural, sustainable products. Consumer perception of FMCG products is heavily influenced by color. Research suggests that colors can affect product perceptions, such as quality, taste and freshness. By strategically selecting colors that resonate with their target audience, FMCG companies can enhance product appeal, increase brand recognition and influence purchasing decisions. Colors can also impact attention and brand recognition. Bright, eye-catching colors are more likely to grab consumers' attention amidst a sea of competing products on store shelves. Furthermore, consistent use of colors strengthens brand recognition and recall, making it easier for consumers to identify

and remember FMCG brands. Packaging design, which incorporates color as a central element, plays a vital role in attracting consumers and influencing purchasing decisions. FMCG companies must carefully consider color combinations.

Consistency in color usage strengthens brand recognition and recall, facilitating consumer engagement and loyalty. By leveraging insights from color psychology, FMCG brands can create packaging designs that capture attention, evoke desired emotions, and stimulate impulse purchases. Furthermore, considering cultural nuances and local color preferences is essential for FMCG brands operating in diverse markets, ensuring brand relevance and acceptance. Ultimately, the study of psychology of color empowers FMCG brands to innovate, differentiate and effectively communicate their brand message, driving sustained growth and success in the dynamic consumer goods industry.

NEED FOR THE STUDY

The need for the study of psychology of color in branding with FMCG (Fast Moving Consumer Goods) products arises as Colors play a significant role in influencing consumer perceptions, emotions and purchasing decisions. Understanding how different colors evoke specific responses in consumers can help FMCG brands design branding strategies that effectively attract attention, evoke desired emotions, and drive consumer engagement.

REVIEW OF LITERATURE

Elliot, A. J., & Maier, M. A. (2012) reveals that color can significantly influence purchase intentions by affecting the perceived quality of the product. Bright and vibrant colors are often used in FMCG branding to attract attention and convey energy, which can lead to higher sales volumes.

Labrecque, L. I., & Milne, G. R. (2021) in his study identifies that color can affect not only the attractiveness of a product but also its perceived value. These studies often use FMCG products like beverages and snacks to illustrate how color modifications can lead to different consumer responses.

Bottomley, P. A., & Doyle, J. R. (2023) studies the effectiveness of color in online FMCG

Advertisements are critical, especially given the shift to e-commerce. The research suggests that colors that stand out on digital platforms, such as neon and bright shades, can enhance click-through rates and online sales.

Mehta, R., & Zhu, R. J. (2020) indicates that the impact of color on consumer behavior can vary significantly across cultures. In the context of FMCG products, colors that are effective in one region may not have the same effect in another. For example, white is associated with purity and cleanliness in Western cultures but may have connotations of mourning in some Eastern cultures.

RESEARCH GAP

While there is extensive research on color psychology and branding, limited work focuses on the integration of color psychology within digital marketing strategies for FMCG products. The unique dynamics of digital marketing, such as online advertisements, social media content and website interfaces, offer an opportunity for a nuanced exploration of how color influences consumer behavior in digital spaces. Investigating how color psychology influences consumer engagement and conversion rates in digital platforms like social media ads, websites, email marketing specifically within the FMCG sector. This could include how color schemes affect user experience, click-through rates, and brand perception in a digital-first world. With the increasing importance of omnichannel marketing strategies, there is a gap in understanding how color consistency across both digital and offline platforms impacts consumer trust, recall, and purchase decisions. The rise of interactive digital tools (such as augmented reality, product customizers, and gamified marketing campaigns) has introduced new ways for consumers to engage with branding elements, including color. However, the literature lacks exploration into how color affects consumer engagement with interactive digital elements in FMCG marketing.

SCOPE OF THE STUDY

The study limits its discussion in highlighting the influence of color in branding with respect to FMCG (Fast Moving Consumer Goods). How colors influence consumer behavior, brand perception and

various dimensions of color psychology and its implications for branding strategies tailored specifically to FMCG products are discussed.

OBJECTIVES OF THE STUDY

1. To understand the impact of colour psychology on branding in the FMCG sector
2. To Analyze the role of color in forming consumer attitudes toward FMCG products and identify patterns and preferences.
3. To offer suggestions for intensifying the colour psychology in brand promotion.

METHODOLOGY

Data: The study is based on both primary as well as secondary data. The needed information for the analysis was collected through structured questionnaire circulated in the form of google forms. The sample size has been limited to 50.

FINDINGS OF THE STUDY

The significant percentage (62.4%) of respondents have acknowledged the influence of packaging colors on brand recognition underscores the importance of visual branding elements in establishing brand identity and fostering consumer recall. Consumers purchase products based on branding color alignment highlights the role of color in shaping consumer preferences and purchase decisions. This emphasizes the need for brands to carefully consider color psychology and consumer preferences when designing packaging and branding strategies.

The finding that 43.6% of respondents have chosen products based solely on packaging color signals the critical role of color in capturing consumer attention and influencing purchase behavior, particularly in the competitive retail environment. Moreover, the recognition of distinct colors aiding brand standout on shelves emphasizes the importance of differentiation in product presentation to attract consumer attention and drive purchase intent.

Colour influencing price or value perception suggests that color can impact consumers' perceptions of product quality, prestige, and affordability. This underscores the importance of strategic color choices

in conveying brand positioning and value propositions effectively.

Additionally, the acknowledgment (66.3% agree) of color's role in brand recall underscores its importance in fostering memorable associations and strengthening brand loyalty among consumers.

SUGGESTIONS

Brands can tailor marketing campaigns and product offerings to cater to the needs and preferences of the student demographic, emphasizing affordability, convenience and value.

Brands should invest in strategic color selection for packaging and branding, considering color psychology, consumer preferences, and competitive positioning to maximize brand recognition, differentiation, and shelf standout.

Given the significance of online imagery in influencing purchase decisions, brands should ensure that online product images accurately reflect branding colors and convey brand identity effectively to enhance consumer engagement and conversion rates.

CONCLUSION

In the fast-paced world of Fast-Moving Consumer Goods (FMCG), where choices abound and competition is fierce, the significance of strategic branding cannot be overstated. Within this landscape, color emerges as a potent tool - a silent influencer that subtly shapes consumer perceptions, preferences, and behaviors. Through an in-depth exploration of consumer attitudes towards color in FMCG branding, this study sheds light on the nuanced interplay between color and consumer decision-making processes. Majority of respondents acknowledge the influence of packaging colors on brand recognition, signaling the importance of visual branding elements in establishing brand identity and fostering consumer recall.

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