



IMPACT OF BRAND COLOR ON CONSUMER BUYING BEHAVIOR WITH MEDIATION OF CUSTOMER PERCEPTION IN PAKISTAN

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Abstract

In the present world, the development of the market and attracting new customers or even retaining the old customers is the concerns of many companies. Hence, due to the severe competitive pressures, companies and organizations use various methods of marketing. Due to the development of self-service stores the product selection of customers without any interference by the seller, the most important factor to attract customers in today's world is the product's color that manifests more in product's packaging. Packaging a product is the combination of various elements each of which can be effective in creating a certain image in the minds of consumers. Color is the first and most important factor in the attractiveness of packaging. The purpose of this study is to address the role of brand color on consumer buying behaviour and consumer perception. A greater understanding of the impact of the visual aspects enables them to direct the content of their messages in a better way and find a more appropriate place against the competing products. In this study, it has attempted to review the relevant research papers and explain the reasons of color importance in attracting the customer. In this research, the consumer behaviour, the factors influencing the behaviour and the relevance of color element have been carefully examined; and then the feature of different colors and their functions and roles in marketing has been described. Findings of research showed significant relation among brand color and consumer buying behaviour as well as among consumer perception.

Keywords: Brand Color, consumer buying behaviour and consumer perception

Introduction

Now a days people are aware about everything, like brand goodwill, Brand quality, brand packing, brand design and also brand color. Brand color is the very good tool to attract the new customer and also old customer of the company. All top company in the worlds have good management as they adopt new verity in the markets to attract customer for purpose of making increases in their sales, good will, revenue and also profit of company. Brand color is the first thing which lock customer and attract him toward buying and experience the product. Therefore, it needs a lot of care about the selection of a good color for to the purpose of increase in sales. A sale is the backbone of any business. A good color is the assets of company because some people believe most of color is the sign of goodness for them. For example, coca cola use red color in the packing and design some people already like red color. There is a lot of chance that number of individuals use brand of coca cola.

Milad Babolhavaeji(2015) Brand color plays very good role in the creating goodwill and make image in mind of customer as to attract and retain them with brand or company. Therefore customer play an important role in the augmentation of sales, good will, and revenue profit. Good color in which high level brightness that give good impact on the customer mind and also increase brand image for long time. Different color also associated with the feeling of

consumer. For the good marketer, it is very compulsory that understand basic need and demand of the customers but some color are most important and highlighted in a culture and other hand same color are not important in other culture. The first thing that attract to the customer is packaging of product and also color combination which use to making and in the packing material. According to researcher, an advertisement in which advertisers make usage of good color combination attract the customer more as compare to completion of any other advertisement in which combination are not good. Therefore, advertiser keeps in mind color combination are most important in all the culture but vary in all the culture and color to color.

Okan (2014) Color plays very important role in the customer mind during the purchasing because good attractive color changes the decision of the buyer in the markets. Therefore, most of the company spend lot of money on compensation of the best manager and consultants for the purpose of finding best color which consumer like and change the perception regarding product or brand. Brand color has very good influence for making a good will in the mind of customer and also pulls as well as pushes a lot of new customer. In every culture, different color are considered most important and some color are considered the less important.

According to Krugman(1965) consumer behavior is defined as thought process and perceived result, the actions, in collaboration with environmental actions, during the time of making a decision, which could outcome in the shape of purchase. Some important factors in consumer behavior are demographic, personal characteristics and external environment, which are influenced by the consumer's values, attitudes and beliefs. Assael (1994) described the consumer behavior as a procedure of evaluating and predicting different components of a purchase. Beside this, he also described the two wide influences which decide consumer choice. Firstly, the single consumer consciousness of brand characteristics, needs and awareness to alternative. This factor is important in making a decision. Instead, there is another factor which influences the choice of the brand that is consumer's lifestyle, demographic and personal characteristics. Environment plays a significant role in consumer behavior, which includes social class, culture and reference groups.

Customer repurchase behaviour means a customer purchases a product again and again. In other means that how much time a customer purchases a product. How much is valet share spend in the company revenue and also profit of company. If a customer purchases many time than it is called customer repurchases behaviour. Building strong brands has in today's highly competitive market become a priority for a great number of organizations because it has been shown to provide advantages. A strong brand is important in order to establish an identity in the marketplace reduce the vulnerability toward competitor actions, provide possibilities for larger margins, greater intermediary cooperation and brand extension opportunities.

Problem Statement

It has been found that color of brand have influence on individual's perceptions and brand personality (Levy, Stroessner, & Dweck, 1998; Erdley & Dweck, 1993; Chiu et al., 1997; Hong, Chiu, Dweck, & Sacks, 1997; Gervy et al., 1999). A lot of previous investigations found connection among attractiveness and color, associations, emotions and aggression and personality as well (Roberts, Owen, and Havlicek, 2010). In previous researches which are done before, all focuses on one thing that is use of color in product packing design and logo's color similarity in all over the worlds but on the other hand this exploration focuses is that thing product color are change according to culture to culture. For example in Pakistani culture use of green red or white considered the sign of positivity in that culture but in diverse culture use of other colors like blue and yellow are considered the sign of positivity. This research focuses on how different colors affect the psyche of consumer and buying pattern of consumers. It was found and observed in a lot of studies when change is occurred in color of a product that brand effect on sales of firm. Customer view colors in positive or negative perspective. When change occurred in color of a product its sales increase that showed the positive affect and on the other hand if sales decrease then it showed negative effect of product. Therefore, it is very important for managers and policy makers to get knowledge regarding how a color can effect personality traits of a product in the mind of customer. If a company will not focuses on these perspectives than there are more chances to loss the customer as well as revenue of the company.

Research Question

What is impact of brand color on consumer buying behavior with mediation of customer perception in Pakistan?

Hypothesis

H1: There is relationship between brand color and customer perception.

H1: There is relationship between brand color and customer purchase behaviour.

H1: There is relationship between customer perception and customer purchase behaviour

Literature Review

Kmieck (2013) investigate the impact of color on traits of brand personality and individual's perception and how their buying intention affects by color. Data was collected from undergraduate with sample size of 227 students by using experiment on an online. He said that color play very important role in the customer mind during the purchasing because good attractive color have ability to change the decision of the buyer in the markets. Therefore, most of the company spend lot of money on the managers and consultants for the finding best color which consumer like and change the perception of people. Brand color have very good influence for making a good will in the customer and also pulling new customers as well. The outcomes of their study showed that a significant and positive affect of individual personality perceptions on perceptions of brand personality on purchase intent and their interactional intent.

Chang and Lin (2010) investigated the effect of traits of color on branding of corporate. They said that a very famous Greek philosopher named with Aristotle had specified that whole perceptions are activated by spectator. Within seconds of 0.67, impression of sight memory for brand or product is perceived by customer firstly. 67% of the process of buying comes from colors by first impression. They said that usage of appropriate colors to manifest brand image of corporate as well as appropriate colors have ability to create confusion in brand image and memory of firm. Consumer behaviour about the product after the using of the product includes why a customer chose the product when same kinds of product are in markets when the colors of product positioned the mind of consumers. All activities of customer are mean full for the seller of product. It means that it is compulsory for the seller it can reads mind of the customer and need or demand not only but also get knowledge about perception of the customer about the color brand. The outcomes of their study showed that a consumers are always guide by the color as it assist them to recognize brands of firm as well as recognition and image of corporate brand makes improvement profitability and buying.

Seimiene and Kamarauskaite (2014) investigated that brand's color is an important determinant that influence brand personality's perception and buying behavior of consumer. over the past years, colour's meaning was extensively analyzed (Bottomley & Doyle, 2006). Their investigation revealed that colour of blue is associated with trust and dependence, black is associated with power and expensiveness, happiness is associated with yellow and red is associated with love and high quality. To communicating more than one meaning to consumers, several colors are associated with lots of brands. They also said that there are different factor which plays very important role regarding change in decision of customer like age, gender, life style level and also money other factor and personal belief as well. Different people makes relationship with color and one color like most and other color are not like. There are a lot of element which are attract the customer to the purchase the product which include the culture or life style of the customer and the focuses of the customer to find good most be according to the need and demand. Color combinations also increase the demand of the any brand whom color is attract the customer culture region and also personal perception are valuable for the good and best producer. Their findings showed that there is significant relation among brand color and perception of consumer.

Javed and Javed (2015) investigated that the effect of packaging color of brand on buying preferences of consumer. They said that psychology of colors means what kind of thinking a customer have about a brand color. One of the most important elements of the brand which color are used to the packing of the product consumer purchases these products most which have red and orange color. There are a different category of customers like first who test the new color due to idea of new and freshness and female commonly 30 to between 50 and second is that use new color because they use due to early from every one last types is that which dependable color like red blue and black which are not found new color most. The producer has powerful believed that color have very good impact of the customer mind during the purchasing a brand in the different market and any other place. It can change goodwill in the customer mind and also create positive and negative good feeling about the product. It means to say good color create good impact on the customer mind and other hand bad color makes bad impact. Younger people like color most in other words in the age of 20 to 35 people most focuses on the color but old people do not care about color. There is a good marketer thinks about in all factors like age, culture region and country to country. Some people emotions are always attach with color if they like they compulsory

purchases product once a time. Colors are one of the most important tools for the distinction between Brands. Their findings showed that there is Customer's purchasing preferences is more reliant on the scheme of color than on constraint of time relatively. Though, an important factor that have moderation is time pressure that affect colors of packaging on purchasing or buying preferences of customers. Their findings showed that firms can't to pay for to ignorance time constraint's significance as well as scheme or color of the brand or products on buying behavior of customers.

Slambolchi et al (2015) contrasts this with a similar situation that color can be divide into tow category Warm and cool. In the cool color include blue and green. Good color in which high level of brightness found that give good impact on the customer mind and also increase brand image for long time. Different color also associated with the feeling of consumer. For the good marketer, it is compulsory that to understand basic need and demand of the customers but some color found most important in a culture and other hand same color are not important other culture. The first thing that is attract to the customer is packing of product and also color combination which use to making product and in the packing material. According researchers, an advertisement in which usage of good color combination include they are always attract the customer more if it completion any other advertisement in which combination are not good. Therefore, it is highly recommended to keeps in mind color combination are important in all the culture but variable in all the culture and color to color.

Blackwell et al (2001) described consumer behavior as an addition of consumption, acquisition and usage of products or services. It is likewise worried with the social and monetary effects that buying and utilization behavior has on both the purchaser and more extensively on society. Consumer behavior is important because it includes the elements of sociology, psychology, social anthropology, economics, especially behavioral economics and marketing. It is evaluated that how attitudes, preferences and emotions affect the consumer behavior. Individual consumers characteristics are personal lifestyles, demographics and behavioral variable, such as utilize rates, utilize occasion, brand advocacy, loyalty, willingness to give referrals, these are included to investigate the consumer behavior in formal study ways.

Wallin et al (2015) investigated effect of brand color on consumer perception and mentioned that Education can change the completely attitude of the person because the person not learn only from the education it can learn from the sports event and any other experience. Consumers easily develop associations with preferred color for a certain category of product. They create attachment with a product from different types of experience and they like color which according to their culture and society. Colors are not only help in identifying any brand but its logo packing and design are also very important for the sales increment of product and its identification of brand. Impact of price and quality also lot of in the customer mind. When any brand create place in customer mind it is good for the seller because customer purchases again and again any product of company. If a seller can select a wrong color it can decrease or deduction in sales of product.

Zahra (2013) mentioned that Color is the most important element during the purchases as it positioned customer mind when he thinks about shopping and go to the market and consumer recall it quickly. In the market, consumers attracts with colorful brand first but these factors can be change or vary on basis of gender, age, demagogic and culture also. It is also a reason for the importance of color that 60% consumer purchases a product with attraction of color. The meaning of color also importance because some educated people purchases a product which feel colors have good meaning like that red color think about the power or love sign color. Color have strong impact on the customer perception and have power to change decision of consumer during shopping. The importance of color selection is a function of the price level of a product and average life. In high priced, high involvement and long life products, consumers are paying attention more on colors in their choice. Therefore a seller should be careful about the color of brand as there are other number of product exist in the market.

Consumer behavior also analyzes the influences of the friends, family, reference group, society in general and sports on the consumer. Consumer buying behavior which was before named as secured behavior is a persistent consumption which is identified with pre-buy, buy and post buy issues. It shows the practical behavior of consumer which can be measured and analyzed directly by the others. Consumer behavior, stated by Michael R.Solomon& Nancy J.Rabolt (2004), as a study of procedure in which individual or group of people choose, buy, utilize the product and discuss service, thoughts and past experiment to satisfy consumer needs and wants. It was narrated by Frank R. Kardes (2002), that Customer Behavior is defined as the study of customer reactions to item, services and the advertising of goods and services.

Model of Study

The graphical representation showed independent and dependent variables. Brand color is independent variable, customers purchase behaviour is dependent variable and consumer perception is mediator.



Methodology

I select Positivism because of some of the subsequent motives. In this study work, I am performing model testing I can only make experiment of model in positivism paradigm. I assemble the objective opinion over and done with Questionnaire. In this exploration, i generalize conclusions of investigation. I used positivism because study is broad rather than focused the test i apply on this research is magnificent testing so that is why i do work on positivism exploration paradigm. Bacon (2000) itis a notion that only comprises on scientific information that is the true knowledge of the world professed through senses (the observable phenomenon). This research is based upon deductive approach, deductive approach is suitable for this research because quantitative data (facts and figures) is collected in numerical form and different tests are applied to confirm or check the results.

Research conducted in this topic is already done by many researchers so this work is not adding or generating something new, purpose of this research is to check and verify the results of those researches. From all accepts deductive research is fit for this research. Deductive approach is linked to check or examine the old generated theory which is already accessible. In this method, data is composed by questionnaire. Deductive approach is used when already research is done by different research so instead of generation or adding something new in research, deductive approach is just check and verify that already taken research results. I select my target population for research according to my research topic; my population is consumers of different manufactured products in Lahore. These manufacturing industry involved soap, textile, shoes, FMCG products etc. With the help of this limited/selective sample size researcher represents the whole population. Target audience of my study is 250 participants from different manufacturing industry of Pakistan.

I have decided to select Lahore site from where I will collect data for my survey. I choose this site because competitive and complex business environment in Lahore and limited resources is also a reason to select this site for data collection. In this study simple random technique is used in which same/equal chance to each respondent to fill the questionnaire and select the answer according to their perception and knowledge. Respondents are from Lahore city and they are employees from different industries. I prefer to select questionnaire for my research. Reason at the back this it is go with my research topic, help me in gathering data on large scale in short time spam and also provide me numeric data which mean I can apply quantitative research approach in my research which will leads me towards previous results confirmation and theory testing. The second reason to select this questionnaire method is it will explain the population by providing quantitative data to find some sample of response for analyzing the results.

In this study, I will select close ended questionnaire as an instrument for data collection rather than to choose interviews is to authenticate the relationship between variables and comparisons between the respondents (Brayman and Bell, 2007). Selecting quantitative approach on the basis of positivism, I have decided to collect quantitative data by using cross-sectional technique. For measuring and determining the factors affecting procurement performance only filled questionnaire will be use and questionnaire will be filled to the employee of textile industry and this questionnaire contains 16 questions in which respondents rate their own perceptions using a Likert scale having five responses (1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree).

Analysis

Demographic Profile

Respondents' Demographics	Frequency	Percentage
Gender (N=150)		
Male	47	31.3%
Female	103	68.7%
Age (N=150)		
under 20	121	80.7%
20-30	16	10.7%
30-40	9	6.0%
40-50	4	2.7%
Education (N=150)		
under matriculation	8	5.3%
Matriculation	12	8.0%
Intermediate	67	44.7%
graduate	29	19.3%
post graduate	34	22.7%
Occupation (N=150)		
banker	41	27.3%
accountant	19	12.7%
engineer	2	1.3%
doctor	3	2.0%
business man	13	8.7%
housewife	72	48.0%

Interpretation

The above table shows gender of respondents. The sample size was based on 250 respondents but 150 gave response authentically. For this, 150 questionnaires were distributed in users including: The results show that out of 150 respondents there were 47 males and 103 females. Males have frequency of 31.3% and females have frequency of 68.7% out of 150 items from conducting survey and it is valid percentage because there is no missing value and no invalid frequency.

The above table shows age of respondents. The sample size was based on 150 respondents. For this, 150 questionnaires were distributed in users including: The results show that out of 150 respondents, 121 respondents were from age group of below 20 having frequency 80.7%, 16 respondents were from age group of 20-30 having frequency 10.7%, 9 respondents were from age group of 30-40 having frequency 6% and 4 respondents were from age group of 40-50 having frequency 2.7% out of 150 items from conducting survey and it is valid percentage because there is no missing value and no invalid frequency.

The above table shows education of respondents. The sample size was based on 150 respondents. For this, 150 questionnaires were distributed in users including: The results show that out of 150 respondents, 8 respondents were from education group of under matriculation having frequency 5.3%, 12 respondents were from education group of matriculation having frequency 8%, 67 respondents were from education group of intermediate having frequency 44.7%, 29 respondents were from education group of graduate having frequency 19.3% and 34 respondents were from education group of post graduate having frequency 22.7% out of 150 items from conducting survey and it is valid percentage because there is no missing value and no invalid frequency.

The above table shows occupation of respondents. The sample size was based on 150 respondents. For this, 150 questionnaires were distributed in users including: The results show that out of 150 respondents, 41 respondents were from occupation group of banker having frequency 5.3%, 19 respondents were from occupation group of accountant having frequency 12.7%, 2 respondents were from occupation group of engineer having frequency 1.3%, 13 respondents were from occupation group of business man having frequency 8.7% and 72 respondents were housewives having frequency 48% out of 150 items from conducting survey and it is valid percentage because there is no missing value and no invalid frequency.

Reliability

Sr. No	Variable	Cronbach's Alpha
1	Brand color	0.884
2	Consumer perception	0.914
3	Consumer buying behavior	0.739

The table shows that the reliability of the dependent and independents variables. The variables is reliable when the value of cronbach's alpha is greater than 0.7. brand color is independent variable and its value is .884 its show that the value is greater than 0.7 so it's reliable variable. The second variable is mediating with name of consumer perception and its cronbach's alpha value is 0.914 and this value is greater than 0.7 so this variable is reliable. The third dependent variable is consumer buying behavior and its cronbach's alpha value is 0.739 and this value is greater than 0.7 so this dependent variable is t reliable. The entire above variable are reliable because as we see that all the above value of cronbach's alpha is greater than 0.7.

Principle component Analysis

Sr. No	Variable	KMO	Bartlett's Test of Sphericity	Sig.
1	Brand color	.818	138.603	0.000
2	Consumer perception	.867	652.434	0.000
3	Consumer buying behavior	.797	871.328	0.000

The table shows that the validity of the dependent and independents variables. The variables is valid when the value of KMO is greater than 0.5. Brand color is independent variable and its value is .818 its show that the value is greater than 0.5 so it's reliable variable. The second variable is mediating with name of consumer perception and its KMO value is 0.867 and this value is greater than 0.5 so this variable is valid. The third dependent variable is consumer buying behavior and its KMO value is 0.797 and this value is greater than 0.5 so this dependent variable is valid. The entire above variable are reliable because as we see that all the above value of cronbach's alpha is greater than 0.7. All variables have sig. value is .000 which is less than 0.05 that shows alternative hypothesis is accepted in this situation.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Color	150	1.00	5.00	2.7360	.92063
Consumer Perception	150	1.00	5.00	2.7278	1.10003
Consumer Buying Behavior	150	1.40	4.40	2.7413	.71637
Valid N (listwise)	150				

Sample size is 150. Brand color is independent variable. Consumer perception is mediating variable and consumer buying behavior is dependent variable. People respond at1 minimum and option 5 maximum for all variables.

Histogram

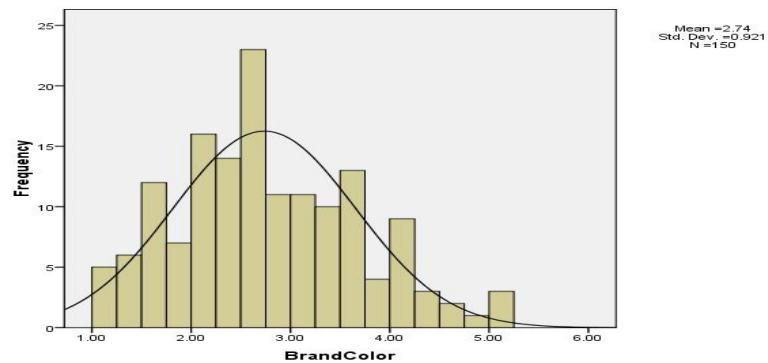


Figure (1.1)

This is histogram for brand color variable which has data of 150 questionnaires. In this graph our mean is 2.74 and standard deviation is 0.921 and bell curved shows that data is not normally distributed.

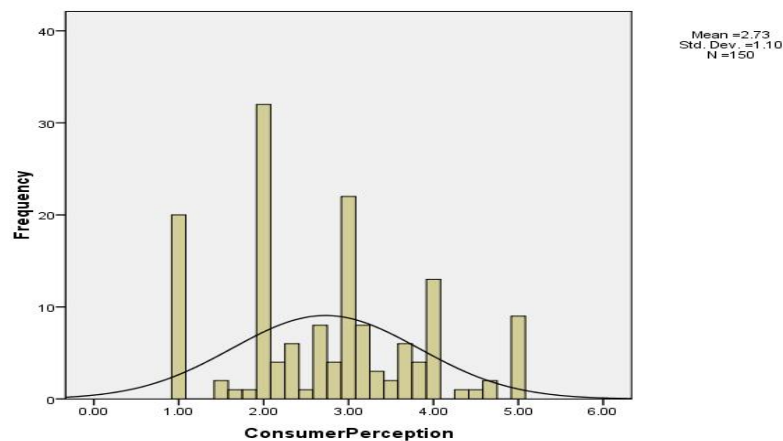


Figure (1.2)

This is histogram for consumer perception variable which has data of 150 questionnaires and data is not normally distributed. In this graph our mean is 2.73 and standard deviation is 1.10 and bell curved shows that data is not normally distributed

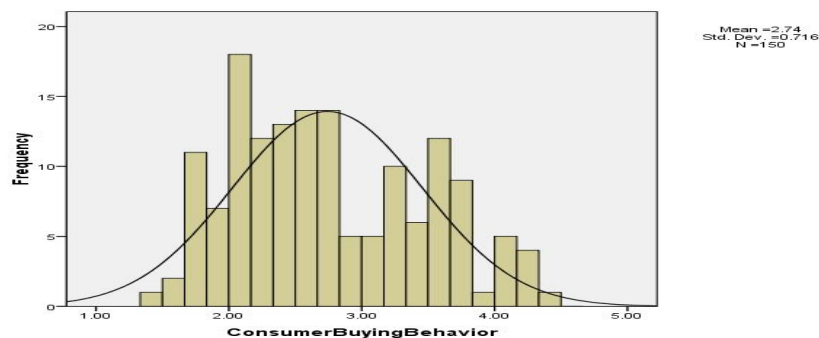


Figure (1.3)

This is histogram for consumer buying behavior variable which has data of 150 questionnaires and data is normally distributed. In this graph our mean is 2.74 and standard deviation is 0.716 and bell curved shows that data is normally distributed

Correlation

		Consumer Perception	Consumer Buying Behavior
Brand Color	Pearson Correlation	.924**	.808**
	Sig. (2-tailed)	.000	.000
	N	150	150
Consumer Perception	Pearson Correlation		.871**
	Sig. (2-tailed)		.000
	N		150

The beyond detailed presentation of correlation shows the relationship between two scale variable. In above table, the Pearson's test is calculated for brand color and consumer perception because these variables have liner relationship between each other, $r = .924$ which shows the positive relation between brand color and consumer perception. The sig. is 0.01 which was less than 0.05 shows that there is strong relation between them.

The beyond detailed presentation of correlation shows the relationship between two scale variable. In above table, the Pearson's test is calculated for brand color and consumer buying behavior because these variables have liner relationship between each other, $r = .808$ which shows the positive relation between brand color and consumer buying behavior. The sig. is 0.01 which was less than 0.05 shows that there is strong relation between them.

The beyond detailed presentation of correlation shows the relationship between two scale variable. In above table, the Pearson's test is calculated for consumer perception and consumer buying behavior because these variables have liner relationship between each other, $r = .871$ which shows the positive relation between brand perception and consumer buying behavior. The sig. is 0.01 which was less than 0.05 shows that there is strong relation between them.

Regression Analysis

Brand color and Consumer buying behavior

R Square	Adjusted R Square	F
.653 ^a	.651	279.107

Variables	Coefficient	Standard Error	Sig
(Constant)	1.020	.109	.000
Brand Color	.629	.038	.000

$$Y = a + bx_1$$

$$Y = 1.020 + 0.629X_1$$

The value of the adjusted coefficient of determination (R²) is .653. This shows that the correlation between the observed values of brand color and consumer buying behavior is 65.3% percent. The value of the adjusted coefficient of determination (adj. R²) is too much affected. F statistics is also greater than 10 that showed model is good fit and p value is less than 0.05 that showed hypothesis is supported. So there is great impact of brand color on consumer buying behavior.

Brand color and Consumer perception

R Square	Adjusted R Square	F
.855 ^a	.854	896.203

Variables	Coefficient	Standard Error	Sig
(Constant)	-.294	.108	.007
Brand Color	1.105	.037	.000

$$Y=a+bx_1$$

$$Y= -0.294+1.105X_1$$

The value of the adjusted coefficient of determination (R²) is .855. This shows that the correlation between the observed values of brand color and consumer perception is 85.5% percent. The value of the adjusted coefficient of determination (adj. R²) is too much affected. F statistics is also greater than 10 that showed model is good fit and p value is less than 0.05 that showed hypothesis is supported. So there is great impact of brand color on consumer perception.

Consumer perception and consumer buying behavior

R Square	Adjusted R Square	F
.759 ^a	.757	896.203

Variables	Coefficient	Standard Error	Sig
(Constant)	1.194	.077	.007
Consumer Perception	.567	.026	.000

$$Y=a+bx_1$$

$$Y= -1.194+ 0.567X_1$$

The value of the adjusted coefficient of determination (R²) is .757. This shows that the correlation between the observed values of consumer perception and consumer buying behavior is 75.7% percent. The value of the adjusted coefficient of determination (adj. R²) is too much affected. F statistics is also greater than 10 that showed model is good fit and p value is less than 0.05 that showed hypothesis is supported. So there is great impact of consumer perception on consumer buying behavior.

Discussion/Conclusion

It is concluded from analysis that color of a brand has great impact on perception of consumer and after watching color they quickly recall brand as well as recognized its maker. The colors of brand that transfer same value to perceptions of consumers, they always ready and willing to use such brand. A nostalgic attachment of consumer is found with color that generate or create relation among them. Ideal consumers are also attracted by produced emotions through colors. Ideal consumers are also attracted by colors and connect customer towards the brand. Ideal consumers are also attracted by colors and that shape the image of brand and its producer too. The findings of results also showed that identity of corporatedelivered by color traits that enfold brand messages of corporate. Purchase behavior of consumer increased throughusing color to convey identity of corporatesuccessfully. Traits of color affect emotions in an effective manner as well as generate positive evaluation of consumer regarding identity of corporate. Awareness of consumeralso increased by colors as well as the spirit of companies also increase regarding purchase intention and recognition in mind of consumers.

The findings showed value of the adjusted coefficient of determination (R²) is .653. This shows that the correlation between the observed values of brand color and consumer buying behavior is 65.3% percent. The value of the adjusted coefficient of determination (adj. R²) is too much affected. F statistics is also greater than 10 that showed model is good fit and p value is less than 0.05 that showed hypothesis is supported. So there is great impact of brand color on consumer buying behavior. The outcomes or discoveries demonstrated that now days, organizations have understood the phenomenal impact of color of brand. Color of brand can stimulate the intrigue and accordingly increment the want to buy the item by consumer. The consequences of Bellizzi's investigation (1983) and his partners likewise affirm this issue. Color of brand in

advertising specifically influence the shopper conduct and the impacts of color of brand decide the conduct of numerous buyers.

The findings showed that value of the adjusted coefficient of determination (R^2) is .855. This shows that the correlation between the observed values of brand color and consumer perception is 85.5% percent. The value of the adjusted coefficient of determination (adj. R^2) is too much affected. F statistics is also greater than 10 that showed model is good fit and p value is less than 0.05 that showed hypothesis is supported. So there is great impact of brand color on consumer perception. The aftereffects of this investigation demonstrate that color of brand can invigorate the premium and increment the want to buy the item and the consequences of Elliot's examination (2004) and his associates affirm this issue. Color of brand enhances the business in expanding the promoting adequacy to take out the ambiguities of brands and notwithstanding making the new wage. Customers think of some as color of brand as related with particular items which influence the comprehension of how to individuals respond to color of brand substantially more troublesome. Each shading must be utilized as a part of an appropriate item as indicated by its mental qualities and the aftereffects of Scott-Kemmis' examination (2013) affirm this issue.

The findings showed that value of the adjusted coefficient of determination (R^2) is .757. This shows that the correlation between the observed values of consumer perception and consumer buying behavior is 75.7% percent. The value of the adjusted coefficient of determination (adj. R^2) is too much affected. F statistics is also greater than 10 that showed model is good fit and p value is less than 0.05 that showed hypothesis is supported. So there is great impact of consumer perception on consumer buying behavior. Color of brand assumes a huge part to pull in attracting consumers then and the consequences of Brodly's examination (1981) and his associates additionally affirm this issue. Assembling organizations must consider the statistic attributes of the objective society, for example, sexual orientation and age in delivering every item. Assembling organizations that expect to create an item which supports vitality, feeling of thrill, and fervor in individuals must utilize warm color of brand like red, yellow and orange, for example, the generation of caffeinated drinks, don autos and chocolates that the darlings provide for each other on Valentine's Day. Despite what might be expected, when the organizations mean to actuate the peacefulness, peace and solace to their clients, they should utilize cool color of brand like blue and green in their items, for example, agreeable furniture, containers of mineral water, bed garments, et cetera.

An investigation by Wexner (1954) affirms these outcomes. The wrong utilization of color of brand in items draws in the clients as well as may keep them from purchasing the item. Today, because of the advancement of self-benefit stores and the less parts of dealers, the color of brand research has turned out to be more critical in the creation and packaging or bundling of items, with the goal that it enormously ensures the safeguarding of assembling organizations. The utilization of appealing and eye-finding packaging or bundling makes our items to flaunt more among a large number of things in stores' racks and urge clients to purchase. The consequences of this investigation demonstrate that color of brand can have distinctive intentions in various societies and ethnicities. Social contrasts assume a critical part in the intrigue or scorn towards different color of brand that are steady with the aftereffects of Choungourian's investigation (1972).

Recommendations/future research directions

In future, a large sample survey can be conducted and same topic can be explored in other cities of Pakistan. Only two type of analysis are performed and more can be added.

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