



A STUDY ON THE EFFECT OF COLOUR TRENDS ON CONSUMER BUYING BEHAVIOUR IN PUNE CITY

¹Gauri Dhananjay Shidodkar, ²Ms. Madhura Kedar Joshi,

¹Research Scholar, ²Assistant Professor,

¹M Design Interdisciplinary Fashion

¹ MKSSS's School of Fashion Technology, Pune, Maharashtra.

Abstract: Colour plays a significant role in the fashion industry and has a strong influence on consumer buying behaviour. This study focuses on understanding how colour trends affect customers' preferences and purchase decisions in Pune city. Colour is not only an aesthetic element but also a psychological factor that impacts emotions, perception, and product attractiveness. The research aims to analyse how consumers respond to different colour trends and how these trends influence their buying decisions. It also examines the role of colour in visual merchandising and its impact on boutique sales. Data for the study was collected through a structured questionnaire from consumers and boutique owners. The responses were analysed using percentage and graphical methods to identify patterns and trends. The findings of the study indicate that most consumers are highly influenced by colour while purchasing fashion products. Bright and trending colours are preferred, especially during festive and wedding seasons. Boutique owners also believe that colour trends play an important role in increasing sales and attracting customers. The study concludes that colour is a powerful tool in the fashion industry and should be carefully selected to meet consumer expectations. Understanding colour trends can help designers and retailers improve product appeal, enhance customer satisfaction, and increase sales. Therefore, the effective use of colour in fashion design and retail strategy is essential for success in the competitive market.

Key Words: Colour Trends, Consumer Behaviour, Fashion Industry, Buying Behaviour, Visual Merchandising, Retail Sales.

I. INTRODUCTION

Color plays an important role in the fashion industry and has a strong impact on consumer buying behavior. It is a key element in design that attracts attention and creates a strong first impression. Color enhances the visual appeal of fashion products and helps in expressing style, mood, and identity.

The fashion market involves various important aspects such as trends, design, and consumer preferences. Within this process, color selection plays a significant role in shaping the overall appearance of a product. According to Bellizzi, Crowley, and Hasty (1983), color in retail environments influences consumer perception and purchase intention. Similarly, Aslam (2006) states that color plays a vital role in marketing communication and product perception. Jackson and Shaw (2009) also highlight that color trends are important in fashion forecasting, helping retailers plan their collections and meet consumer demand. In addition, color affects how consumers judge a product in terms of quality, value, and attractiveness. Elliot and Maier (2014) explain that colors create emotional responses, which influence consumer behavior and

decision-making. Labrecque and Milne (2012) also suggest that different colors help in building brand personality and identity. Chebet and Morrin (2007) further state that store colors influence customer mood and shopping time, which can impact purchase decisions.

Moreover, color plays a crucial role in visual merchandising and product presentation. Singh and Jain (2018) found that attractive color displays increase customer footfall and encourage impulse buying. Hagtvedt and Brasel (2017) also explain that bright colors attract attention and improve product visibility. Easey (2009) emphasizes that color trends guide retail decisions and influence product selection in the fashion industry. Therefore, understanding the role of color helps designers and retailers develop products that align with market trends and consumer expectations. It also helps in improving customer satisfaction, enhancing brand image, and increasing sales in the competitive fashion market.

Furthermore, color preferences may vary depending on factors such as culture, season, and individual taste. Madden (2000) explains that different cultures interpret colors differently, which influences consumer choices in various markets. In the fashion industry, seasonal changes also affect color trends, with different shades becoming popular during summer, winter, and festive periods. Kim and Sullivan (2019) found that consumers are more likely to prefer and purchase products that follow current color trends. This highlights the importance for designers and retailers to stay updated with changing color preferences in order to meet customer expectations and remain competitive in the market.

II. LITREATURE REVIEW

Various studies have highlighted the importance of color in influencing consumer buying behavior and retail performance. Bellizzi, Crowley, and Hasty (1983) in *The Effects of Color in Store Design* found that store colors affect customer mood, perception, and purchase intention, where warm colors attract attention and cool colors create comfort. Jackson and Shaw (2009) explained in *Fashion Forecasting and Retail Strategy* that color trends help retailers plan collections and manage inventory effectively. Singh and Jain (2018) also observed that color-based visual merchandising increases customer attraction and impulse buying. Similarly, Aslam (2006) emphasized in *Are You Selling the Right Color?* that color plays a key role in marketing communication and product positioning. Labrecque and Milne (2012) highlighted that colors help in building brand personality, while Elliot and Maier (2014) explained that colors influence emotions and decision-making. Chebet and Morrin (2007) found that store colors impact customer mood and shopping time, improving overall experience. Easey (2009) further stated that color trends guide fashion product development and retail strategies. Hagtvedt and Brasel (2017) found that bright colors increase product visibility, while Chen (2013) explained that color harmony enhances product appeal. Orth and Malkewitz (2008) showed that packaging color influences product perception, and Hynes (2009) emphasized that consistent color use strengthens brand identity. Kumar and Kapoor (2017) found that pleasant store colors increase customer satisfaction and spending, while Wu (2003) explained that warm colors encourage impulse buying. Barnard (2014) highlighted that color acts as a medium of self-expression in fashion, and Garber (2000) found that color increases product attention. Brown and Miller (2016) and Spence (2015) emphasized that color improves store engagement and enhances the shopping environment. Madden (2000) also noted that color meanings vary across cultures, influencing consumer preferences. Kim and Sullivan (2019) and Sharma and Gupta (2021) found that color trends significantly impact consumer demand and seasonal sales. Further studies by Babin and Attaway (2000) showed that store atmosphere, including color, affects shopping satisfaction and spending. Kauppinen (2014) found that color influences brand choice, while Lewis and Carter (2018) and Park and Lee (2019) highlighted the importance of color displays in attracting customers. Reddy and Patel (2020) emphasized the role of color psychology in influencing purchasing decisions. Goworek (2016) explained that color trends guide fashion buying and merchandising strategies, while Chen L. (2013) highlighted the importance of color balance in design. Garcia and Lopez (2019) further stated that color trends strongly

influence consumer demand. Overall, these studies clearly indicate that color plays a vital role in consumer perception, product attractiveness, brand identity, and sales performance in the fashion industry.

REASERCH GAP

Most existing research studies primarily focus on consumer buying behaviour and highlight how colour influences customer preferences, but they often overlook the role of boutique owners in this process. While several studies explain the concept of colour psychology, they do not provide practical insights into how boutiques actually choose and implement colours in their products. Additionally, previous research tends to concentrate on large fashion brands, neglecting small and local boutiques that operate differently. There is also limited research comparing the perspectives of both buyers and sellers. Hence, a clear gap exists in understanding how colour trends affect boutique-level decision-making and sales performance.

RESEARCH PROBLEM

Color trends influence fashion products and customer choices, but there is limited understanding of how these trends affect both boutique sellers and buyers. This study aims to examine the impact of color trends on boutiques and customers.

AIM: To study the effect of color trends on consumer buying behavior in the fashion industry.

OBJECTIVES

1. To understand how colour trends influence customer buying behaviour.
2. To analyse the impact of colour trends on boutique sales.

III. RESEARCH METHODOLOGY

The study was conducted using a combination of both primary and secondary data to ensure a comprehensive understanding of the research topic. The primary data was collected directly from the respondents through a well-structured questionnaire designed to capture insight on consumer preferences and perception related to colour. The respondents included both consumers and boutique owners located in Pune city, provided a balanced perception from demand and supply side. A total of 43 consumers responses were obtained reflecting diverse opinions and buying behaviors. Additionally, 15 boutique owners were surveyed to gather expert insights into market trends and customer preferences.

The questionnaire was carefully framed to ensure clarity, relevance and ease of response for participants. Along with the primary data, secondary data was also utilized to support and strengthen the research findings. The collected data was systematically organized and analyzed using the percentage method, allowing for easy comparison and interpretation of responses.

IV. RESULTS AND DISCUSSION

The results of the study are presented and analysed based on the responses collected through the questionnaire. The analysis aims to interpret the data in a meaningful way to understand consumer behaviour and the influence of color preferences. The findings are discussed using percentage analysis and are supported by charts and graphical representations for better clarity. the analysis is done in two parts: first for the consumers and second for the boutique owners.

4.1 ANALYSIS FOR CONSUMERS

The results of the study focus on analysing the consumer responses regarding the influence of colour on buying behaviour. The data collected through the questionnaire highlights preferences, trends and the overall importance of colour in purchasing decisions. The analysis also examines how colour trends impact consumer interest and buying patterns in Pune city boutiques.

4.1.1 Effect of Color Trends on Interest in Buying New Products

Analysis

Pie chart in figure 1 shows responses to the question: “Do color trends affect your interest in buying new products?” out of 43 respondents. 76.7% of respondents answered Yes, indicating that the majority are influenced by color trends. Meanwhile 18.6% answered No, showing that a smaller group is not affected by color trends. A very small percentage (around 4–5%) selected Sometimes, indicating occasional influence.

Interpretation

The results clearly indicate that color trends have a significant impact on consumer interest in purchasing new products. The high percentage of “Yes” responses suggests that most consumers are attracted to products based on current color trends. This suggests that staying updated with trending colours can be an important strategy for business to attract customers and increase sales

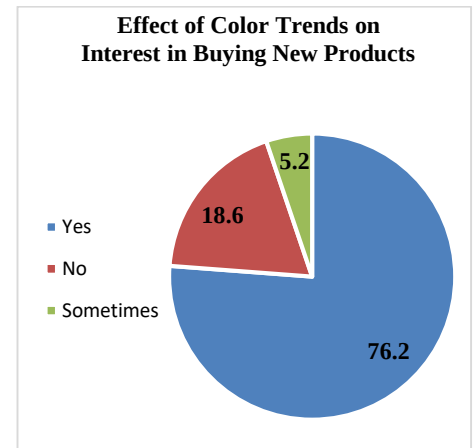


Figure 1: Effect of Color Trends on Interest in Buying New Products

4.1.2 Importance of Color When Choosing a Product

Analysis

Pie chart in figure 2 shows responses to the question: “How important is color when choosing a product?” based on 43 responses. The majority of respondents (48.8%) selected Important, followed by 20.9% who selected Very important. About 27.9% of respondents were Neutral, while a very small percentage considered it Not important.

Interpretation

This indicates that most respondents consider color as an important factor when choosing a product. The high percentage of “Important” and “Very important” responses shows that color plays a significant role in influencing consumer decisions, while only a few respondents are not affected by it.

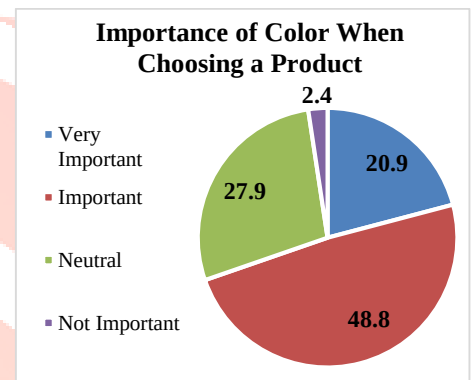


Figure 2: Importance of Color When Choosing a Product

4.1.3 Influence of Color Preference on Product Purchase Decision

Analysis

Pie chart in figure 3 shows responses to the question: “Would you buy a product mainly because you like its color?” based on 43 responses. The majority of respondents (81.4%) selected Yes, while 14% selected No, and a very small percentage selected Maybe.

Interpretation

This indicates that most respondents are strongly influenced by color when making purchase decisions. The high percentage of “Yes” shows that liking a product’s color plays a major role in buying behavior, while only a few respondents are not influenced by color.

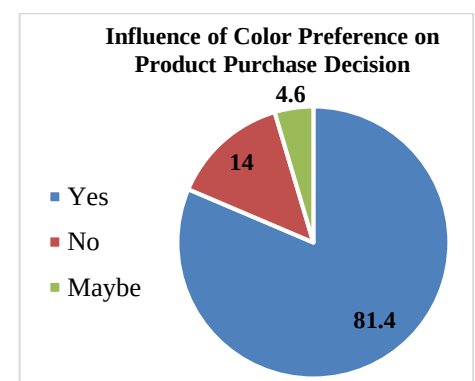


Figure 3: Influence of Color Preference on Product Purchase Decision

4.1.4 Impact of Color Trends on Boutique Sale

Analysis

Pie chart in figure 4 shows responses to the question: “In your opinion, do color trends influence sales in boutiques in Pune city?” based on 43 responses. The majority of respondents (93%) selected Yes, while 7% selected Not sure, and almost no respondents selected No.

Interpretation

This indicates that most respondents strongly believe that color trends influence sales in boutiques. The very high percentage of “Yes” shows that color trends play a major role in increasing sales, while only a small number of respondents are unsure about its impact.

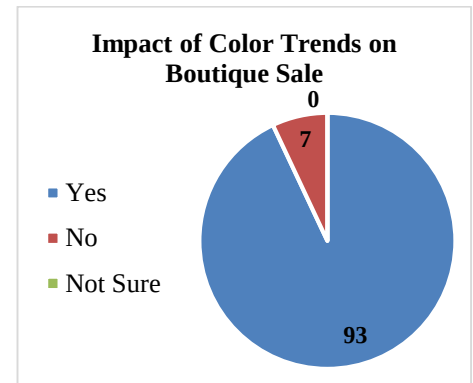


Figure 4: Impact of Color Trends on Boutique Sale

4.1.5 Use of Color Trends by Boutiques to Increase Sales

Analysis

Pie chart in figure 5 shows responses to the question: “Do you think boutiques in Pune city use color trends to increase sales?” based on 43 responses. The majority of respondents (55.8%) selected Possibly, while 44.2% selected Yes definitely. No respondents selected Not sure or No.

Interpretation

This indicates that most respondents believe boutiques use color trends to increase sales, although many are not completely certain. The high percentages of “Possibly” and “Yes definitely” show that color trends are considered an important strategy used by boutiques to attract customers and improve sales.

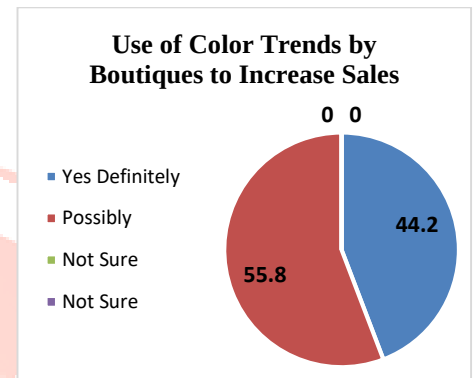


Figure 5: Use of Color Trends by Boutiques to Increase Sales

4.1.6 Role of Color in Enhancing Product Attractiveness

Analysis

Pie chart in figure 6 shows responses to the question: “Do colors make a product appear more attractive to you?” based on 43 responses. The majority of respondents (72.1%) selected Agree, while 27.9% selected Strongly agree, and no respondents selected Disagree.

Interpretation

The interpretation shows that colour has a strong impact on how attractive a product appears to consumers. Since all respondents have given positive responses, it reflects a clear consensus on the importance of colour in influencing visual appeal. This suggests that appealing colours can capture customer attention and improve product desirability. Therefore, businesses should focus on using attractive and trendy colours to enhance customer interest and boost sales.

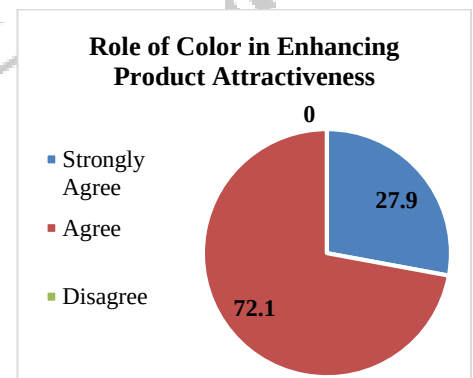


Figure 6: Role of Color in Enhancing Product Attractiveness

4.1.7 Consumer Preferences When Products Are Available in Multiple Colors

Analysis

The pie chart 7 shows responses to the question: “When a product is available in many colors, what do you usually do?” based on 43 responses. The majority of respondents (62.8%) selected Follow trend, while 32.6% selected Choose favorite colors. A very small percentage selected Ask others’ opinion and other options.

Interpretation

The interpretation indicates that colour trends have a strong influence on consumer decision-making. A majority of respondents prefer to follow current trends rather than relying on their personal favourite colours. This shows that external fashion influences play a significant role in shaping buying behaviour. Hence, businesses should focus on trending colours to attract more customers and stay competitive in the market.

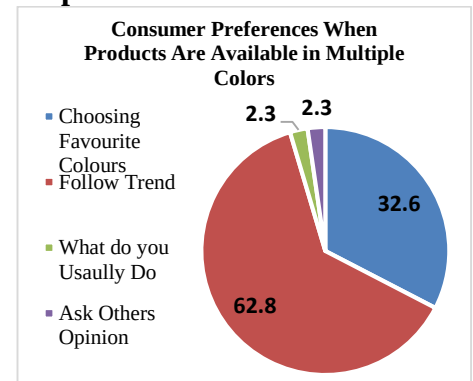


Figure 7: Consumer Preferences When Products Are Available in Multiple Colors

4.1.8 Relationship Between Color and Personality

Analysis

Pie chart in figure 8 shows responses to Question 16 based on 43 responses. All respondents chose “Yes”, and no one selected any other option.

Interpretation

The interpretation shows that there is complete agreement among respondents, indicating that this factor has a very strong and consistent influence on consumer behaviour. Since all participants selected “Yes,” it reflects that this aspect is universally accepted as important. This highlights its significance in shaping consumer preferences and decision-making. Therefore, it can be considered a key factor that businesses should focus on while designing products and marketing strategies.

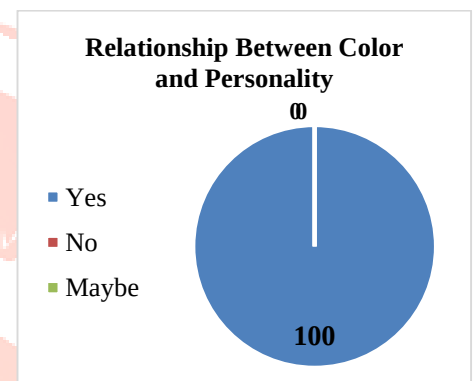


Figure 8: Relationship Between Color and Personality

4.2 ANALYSIS FOR BOUTIQUE OWNERS

The following section presents the analysis of the responses collected from boutique owners in Pune city. It focus es on understanding their perspectives regarding the impact of colour trends on sales and customer preferences. The analysis highlights how boutique owners use colour strategies to attract customers and enhance product appeal.

4.2.1 Years of Experience of Boutique Owners

Analysis

Pie chart in figure 9 (53.3%) have 3–5 years of experience, followed by 26.7% with 1–3 years, and 20% with more than 5 years of experience. No respondents have less than 1 year of experience.

Interpretation

The interpretation suggests that most boutique owners have a moderate level of experience in the industry, with the majority having 3–5 years of experience. This indicates that the responses are informed by individuals who have practical exposure to market trends and customer preferences. The presence of respondents with more than 5 years of experience further strengthens the reliability of the data. Overall, the experience level of respondents adds credibility to the study's findings and insights.

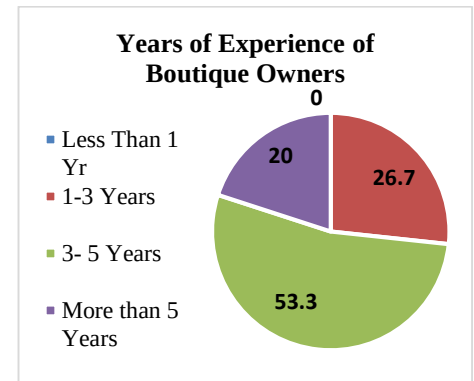


Figure 9: Years of Experience of Boutique Owners

4.2.2 Influence of Color Trends on Product Selection by Boutique Owners

Analysis

Pie chart in figure 10 (86.7%) selected Yes, while 13.3% selected Sometimes, and no respondents selected No.

Interpretation

The results indicate that a large majority of boutique owners believe that colour trends significantly influence their product selection. The high percentage of “Yes” responses reflects that staying updated with current colour trends is an important factor in their business decisions. The small proportion of “Sometimes” responses suggests that while trends are important, a few owners may also consider other factors such as customer demand or personal judgment. Overall, this highlights the strong role of colour trends in shaping product offerings in boutiques.

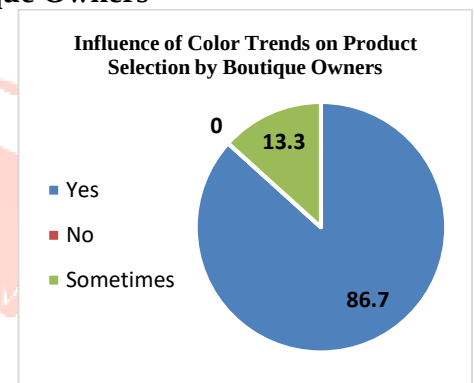


Figure 10: Influence of Color Trends on Product Selection by Boutique Owners

4.2.3 Best-Selling Color Categories in Boutique

Analysis

Pie chart in figure 11 (53.3%) selected Bright colors, followed by 26.7% for Neutral colors, and 20% for Pastel colors. No respondents selected Dark colors.

Interpretation

The interpretation indicates that bright colours are the most preferred choice among customers, as perceived by boutique owners. The high percentage suggests that vibrant and eye-catching colours attract more attention and contribute to higher sales. Neutral and pastel colours also have a reasonable demand, indicating that some customers prefer subtle and soft tones. The absence of preference for dark colours shows that they are less popular in the current market trends.

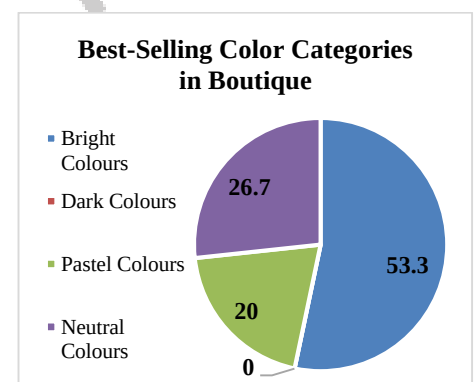


Figure 11: Best-Selling Color Categories in Boutique

4.2.4 Customer Demand for Trending Colors

Analysis

Pie chart in figure 12 (53.3%) selected Sometimes, while 46.7% selected Frequently, and no respondents selected Rarely.

Interpretation

The interpretation indicates that customers do show interest in specific trending colours, though not consistently at all times. A majority of boutique owners observe this demand either frequently or sometimes, highlighting that colour trends have a noticeable influence on customer preferences. This suggests that while not every customer explicitly asks for trending colours, a significant portion is still aware of and influenced by them. Therefore, following colour trends remains important for boutiques to meet customer expectations and maintain sales.

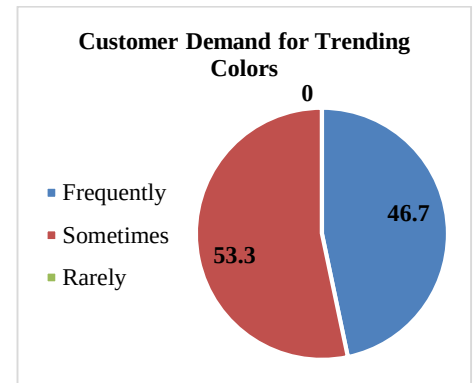


Figure 12: Customer Demand for Trending Colors

4.2.5 Impact of Trending Colors on Boutique Sales

Analysis

Pie chart in figure 13 (100%) selected Yes, and no respondents selected No or Never.

Interpretation

The interpretation clearly shows that all boutique owners have observed an increase in sales when introducing trending colours. The 100% “Yes” response indicates a complete agreement on the strong impact of colour trends on sales performance. This suggests that using trending colours is an effective strategy to attract customers and boost revenue. Therefore, adopting current colour trends can be considered essential for improving business success in boutiques.

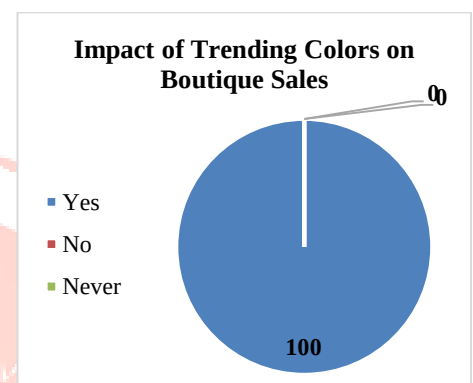


Figure 13: Impact of Trending Colors on Boutique Sales

4.2.6 Seasonal Influence on Color Demand

Analysis

Pie chart in figure 14 (53.3%) selected Festive season, followed by 20% for Wedding season, while 13.3% selected Summer and 13.3% selected Winter.

Interpretation

The interpretation indicates that the festive season has the most significant influence on colour demand in boutiques, as perceived by the majority of respondents. This suggests that customers prefer vibrant and attractive colours during festive periods, leading to higher sales. The wedding season also contributes notably to colour demand, though to a lesser extent. In comparison, summer and winter seasons have a relatively lower impact, indicating that seasonal colour preferences are strongest during special occasions.

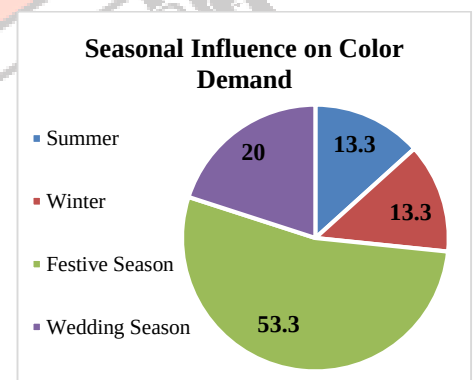


Figure 14: Seasonal Influence on Color Demand

4.2.7 Importance of Following Color Trends in Boutiques

Analysis

Pie chart in figure 15(86.7%) selected Yes, while 13.3% selected Sometimes, and no respondents selected No.

Interpretation

The interpretation indicates that the majority of boutique owners believe this factor has a strong influence on their business. The high percentage of “Yes” responses shows a clear agreement regarding its importance, while a small proportion selecting “Sometimes” suggests occasional variation in its impact. This reflects that the factor is generally considered significant in influencing outcomes. Overall, it highlights its relevance in decision-making within boutiques.

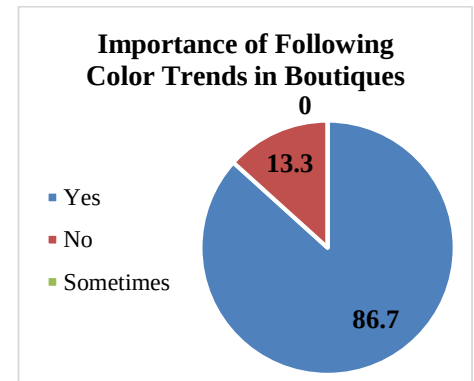


Figure 15: Importance of Following Color Trends in Boutiques

4.2.8 Importance of Color Trends in Increase Sales

Analysis

Pie chart in figure 16 (46.7%) selected Moderately important, followed by 33.3% who selected Very important, and 20% who selected Slightly important.

Interpretation

The interpretation shows that most boutique owners consider colour trends to be moderately important in influencing sales. A considerable proportion also views them as very important, indicating that colour trends play a significant role in attracting customers and driving sales. The presence of responses under “slightly important” suggests that some owners believe other factors also contribute to sales performance. Overall, this highlights that colour trends are an important, though not the only, factor in business success.

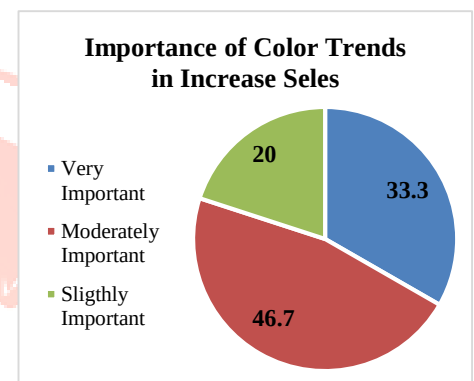


Figure 16: Importance of Color Trends in Increase Sales

V. FINDINGS

The study reveals that color plays a significant role in influencing consumer buying behavior, as most consumers are attracted to products based on color and are likely to purchase because of it. Color trends strongly impact product selection in boutiques, with bright and vibrant colors being the most preferred and widely sold. Customers often ask for trending colors, especially during festive and wedding seasons, which further highlights the importance of seasonal demand. The findings also show that color trends have a direct impact on increasing sales in boutiques, and most boutique owners consider them moderately to highly important for business growth. Additionally, customers sometimes change their buying decisions based on color availability, indicating the need for proper stock management. It is also observed that color reflects personality, as all respondents agreed on this aspect. Overall, festive seasons have the highest influence on color demand in the market, making color selection a crucial factor in both consumer preference and retail success.

5.1 FINDINGS RELATED TO CONSUMERS

The findings of the study clearly indicate that colour plays a significant role in influencing consumer buying behaviour. A large majority of respondents (76.7%) stated that colour trends affect their interest in purchasing new products, highlighting the importance of staying updated with current trends. Additionally, most consumers (48.8% and 20.9%) consider colour as either important or very important when choosing a product, showing that colour is a key decision-making factor.

The study also reveals that 81.4% of respondents are willing to purchase a product mainly because they like its colour, which emphasizes the emotional and visual impact of colour in buying decisions. Furthermore, 93% of consumers believe that colour trends influence boutique sales, and a majority feel that boutiques actively use these trends to attract customers. All respondents agreed that colour enhances product attractiveness, indicating a strong consensus on its role in improving visual appeal. Moreover, most consumers prefer to follow colour trends rather than choosing personal preferences when multiple options are available, suggesting the dominance of fashion trends in shaping buying behaviour. The study also shows that consumers strongly associate colour with personality, reinforcing its psychological importance in fashion choices.

5.2 FINDINGS RELATED TO BOUTIQUE OWNERS

The findings from boutique owners indicate that colour trends play a crucial role in business decisions and sales performance. Most boutique owners (53.3%) have moderate experience (3–5 years), which adds credibility to their insights. A significant majority (86.7%) agree that colour trends influence their product selection, showing that they actively consider trends while designing or stocking products.

Bright colours are identified as the best-selling category by over half of the respondents, indicating strong consumer preference for vibrant shades. Boutique owners also report that customers frequently or sometimes demand trending colours, confirming the influence of fashion trends on purchasing behaviour. Importantly, all respondents (100%) agreed that introducing trending colours leads to increased sales, demonstrating a direct link between colour trends and business success.

Seasonal factors, especially festive and wedding seasons, were found to have a strong impact on colour demand. Most boutique owners also believe that following colour trends is essential for staying competitive in the market. Overall, the findings highlight that colour trends are a key factor influencing both customer demand and sales growth in boutiques.

VI. CONCLUSION

The study clearly highlights the significant role of colour in shaping consumer buying behaviour within the fashion industry, especially in the context of Pune city. Colour is not merely a visual element but a powerful factor that influences emotions, perceptions, and purchase decisions. The findings reveal that a majority of consumers are highly influenced by colour trends, indicating that their buying behaviour is closely connected to what is currently popular and visually appealing. Consumers tend to prefer products that align with trending colours, often even more than their personal preferences, which shows the strong impact of external fashion influences.

From the perspective of boutique owners, the importance of colour trends is equally evident. Most boutique owners actively consider current colour trends while selecting or designing products, demonstrating their awareness of market demand. The study also shows a clear agreement among boutique owners that introducing trending colours leads to an increase in sales. This reflects a direct relationship between colour trends and business performance. Bright and vibrant colours, in particular, are found to be more attractive to customers, especially during festive and wedding seasons when demand for fashionable and eye-catching products increases.

Another important finding is the emotional and psychological connection consumers have with colours. Many consumers believe that colour reflects their personality and enhances the attractiveness of products, making it a crucial element in product design and marketing. This reinforces the idea that colour not only influences buying decisions but also contributes to creating a strong personal connection with the product. Overall, the study concludes that effective use of colour is essential for both designers and retailers. By understanding consumer preferences and keeping up with evolving colour trends, businesses can enhance product appeal, attract more customers, and ultimately improve sales. In a competitive fashion market, strategic use of colour can serve as a key factor for success and long-term growth.

VII. RECOMMENDATIONS

Based on the findings of the study, it is strongly recommended that boutique owners consistently update their product collections in line with current colour trends, as a large proportion of consumers are influenced by trending colours while making purchase decisions. Since the data clearly shows that bright and vibrant colours are most preferred, special emphasis should be placed on incorporating such colours into new arrivals to attract maximum customer attention and increase sales.

Boutique owners should also introduce season-specific colour collections, particularly during festive and wedding seasons, as these periods have been identified as having the highest impact on colour demand. In addition, maintaining a balance between trendy colours and classic shades is essential to cater to both trend-following customers and those who prefer neutral or timeless options.

The study also highlights the importance of visual appeal; therefore, effective visual merchandising techniques such as colourful displays, themed arrangements, and attractive window presentations should be used to highlight trending colours and enhance product attractiveness. Furthermore, boutique owners should actively monitor customer preferences and feedback, as many customers either follow trends or are influenced by colour in their buying decisions.

Lastly, regular market research and the use of social media platforms can help boutiques stay updated with changing trends and promote trending colours effectively. Ensuring the availability of popular colours and styles will help avoid missed sales opportunities and improve overall business performance.

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