

THE INFLUENCE OF COLOR SELECTION ON CONSUMER PURCHASING DECISIONS: MARKETING STRATEGY OF COLOR

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Abstract

This study examines the influence of color selection on consumer purchasing decisions as part of a broader marketing strategy. The objective is to provide market actors with empirical insights into how color choices in product packaging and visual branding can affect consumer behavior. Employing a quantitative research design, the study utilized online survey instruments distributed to 94 respondents selected through the Slovin formula from a population of undergraduate communication science students. The collected data were analyzed using validity and reliability tests, followed by simple linear regression and correlation analysis. Results indicate a significant relationship between color selection and purchasing decisions, evidenced by a Pearson correlation coefficient of 0.685 and a significance value below 0.05. The F-test outcome ($F = 81.431$; $\text{sig.} = 0.000$) further confirms the hypothesis that color serves as a determining factor in consumer preferences. These findings suggest that color functions not only as an aesthetic element but also as a psychological stimulus capable of influencing brand perception and decision-making processes. Thus, effective color strategies should be considered a critical component in the development of brand identity and product marketing. The study concludes that a deliberate approach to color usage in marketing can strengthen consumer engagement and increase sales performance.

Keywords: Color selection, consumer behavior, marketing strategy, visual branding, purchase decision

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INTRODUCTION

Color plays an important role in marketing a brand. Color conveys persuasion to the eye to choose as well as communicates the brand to potential buyers. The use and selection of colors is the right means for people to choose what brand to buy, it is realized when color provides scientific eye play to potential buyers and attracts the attention of buyers. The use of color is something that is done every day, color is not only used as a form of aesthetics but also affects human emotions, perceptions, and habits that are carried out. In the realm of human psychology, colors can provide an exploration of their differences that can evoke certain emotions along with responses to those colors and influence the decision-making process. This is the basis of this study, that in marketing, market players sometimes choose the wrong color, causing brand failure. Failure to this brand can reduce sales figures from public disinterest in the brand displayed on the display case. In some crucial contexts such as the realm of marketing, design, and psychology, color is a major role that plays a major role in a person's decision-making. [1] [2] [3]

Human emotions have a certain relationship in responding to colors that can evoke a wider sense of emotion and affect mood. Some colors in marketing a product have certain meanings to attract the attention of buyers. For example, marketing uses predominantly red, which means that the brand represents a variety of related and opposite emotions. For

example, it depicts the color of love but on the other hand, it also depicts anger, but on the other hand, it also describes one's ambition. Through this color, prospective buyers will be aroused by their passion, this is the reason why red is often used in restaurant marketing. Take a close example, McDonalds, KFC, or Ramen YA! And some other brands are using red as their marketing reference to appeal to human psychology. [2]

Various colors are also part of marketing about how a brand is known by the audience, as an identity, color is the first glimpse that can win the hearts of potential buyers. In other cases, for example, blue color. Blue is a color that is understood as a calm color with a softening effect, the sign is a trust given by the company, for example, the Blue Bird taxi company, with a good psychological influence, blue represents the trust that can be held and stability in service and a company that is considered reliable by consumers. This blue color is then used by various brands, not only the Blue Bird taxi company as exemplified above, but also a well-known mini market in Indonesia called Indomaret. The dark blue color used by Indomaret is considered brighter with the use of blue. This is known through simple random interviews with 10 people where 8 out of 10 chose Indomaret because it was considered cleaner, brighter, and calming.

Color plays a vital role in marketing and how brands communicate. Color affects human habits. From the latest research, technological advances can provide a beautiful color play to a product, in the past five years, found out and understand the psychological and also the impact of color emotionally, so this article is made to meet these goals and prove from the consumer side that color plays a significant role in purchasing decisions made by consumers. [4]

The purchase decision is an influence exerted in the form of psychological stimuli based on color. There is a strong bond between color and consumer behavior. Beautiful color play and influencing buyers can provide a good stimulus for forms of marketing including the creation of an identity for a brand. [5]

People's understanding of what a brand is is indeed different or at least has a slight difference from one another, but it cannot be denied that through this article, a brand is defined as a name, symbol, sign, or design that even contains a whole combination of several things as an identity for individuals and organizations. Not only that, the identity of the brand also applies to large companies with their products displayed in supermarket windows. For a brand, many challenges must be learned before finally getting to the point where the brand is known by the audience. The development of a brand in the international arena cannot be separated from various challenges that hinder business development.

One of the most significant business challenges is how can a product be marketed to be recognized by the audience and how they implement it in their products, so what efforts must be taken to achieve success in building a brand? Customers who buy our products have reasons, one of which is knowing the brand itself. So, a product purchased through a brand and supported by qualified product quality will create a perception of the good quality of the product being marketed.

The next section of this article is about how a product can influence buyers to make purchasing decisions. Before entering and discussing further, it is necessary to understand that purchasing decisions are defined as a selection process carried out by consumers in the face of several brand choices with consumption choices sorted by their likes and interests in certain products. Consumer choices will usually fall to buy a particular brand because of several things, the first is to buy because the brand is already known. Purchase a brand because it is known, or because the color of the product packaging looks beautiful and pampering. This is where the role of brand equity comes into play beautifully, brand equity is a concept that dimensionally

includes brand awareness, qualities at stake or offered, brand associations about certain conflicts, and other objective indicators related to purchasing decisions.

Ecological and psychological containers of color are used through packaging and marketing by market players to increase customer interaction and increase sales to them. In studying color, psychological research develops the concept of a model after looking at the results of color psychology along with ecological mosquito nets. A customer's perception of color can change their purchasing power at the same time as the interest they have. Consumer buying behavior can change if the colors used in a product change, another influencing factor is if the colors produced and displayed through displays have a series of colors to choose from. The scheme formed through this research leads to the conclusion that color will change the buyer's decision by the consumer and packaging influences the buyer's decision.

Color preference is one very significant part of human life. Because of the significance of color in human life, color will affect various things in human life. Throughout his life, man will choose the clothes he will wear, not only from the model but also from the color. Man will choose the shoes he wears, as well as the things to buy. All of these things are not only fixed on the model but also the color that provides stimulants to humans to buy a product. The color must be in an attention-grabbing and attractive form that causes the focus of potential customers to be captivated and locked in the product for a long time. When a brand plays with color, it is playing with consumer perceptions, because color has a variety of meanings that are subjective and objective.

In research conducted by Kolenda, the description of the importance of color in hardening and branding is written, that market players use color to show the uniqueness of their brand and advertise products to promote the brand. Fast-growing items, such as clothes, shoes, etc. have a dynamic that more than 200 companies are registered in the form of fast-moving products. This then provides a challenging task for market players as well as advertisers to attract and build customer opinions to build purchase decisions.

The color selection scheme is very important to evaluate which is directly related to the purchase decision of a prospective buyer. Color is the impact of the brand personality and image of a brand. Color is related to the motivation of prospective buyers in increasing their desire to buy goods, color is a meaning in social life. In ancient times, for example, color indicated a person's social status. The purple color is considered to indicate wealth and prosperity because the color is difficult to find and the long manufacturing process. Returning to the role of color in marketing, high sales recorded from well-known outlets are based on colors and themes relevant to the season or current fashion trends, as a result, many business beginners engaged in the same field find it difficult to gain trust relationships with customers. [6]

The way our senses play is crucial along with important factors in the world around us. Humans have 5 senses and of the five senses possessed by humans, the sense of sight is the most critical. The five human senses still participate in helping to choose different brands or different companies. The choice of colors carried out is of marketing interest and also branding as a strong medium of how humans see the world. In research studies conducted by Gopikrshna and Kumar, humans can make a decision change towards another person or a product within 90 seconds with 62 to 90 percent of decisions taken to buy an item considered only through color.

The color process in forming decisions is caused by the interaction of the light spectrum with the spectral sensitivity of light receptors in the eye. When light interacts with eye receptors, it splits into six different colors based on differences in light wavelengths. Later, different lights create new colors and the human eye will receive different color combinations. Psychology divides colors into sections, colors with cold tones are represented by blue and green, warm colors consist of red and orange, and neutral colors consist of white, black, and gray.

The use of color in brands is essential, especially in the corporate communication section. Color selection carried out by market players can easily increase or even drop the productivity of any product, the stages of product ups and downs due to color selection. Color greatly influences the feelings along with the emotions of buyers, through color selection, companies can distinguish the position they have from other competitors. [3]

In the marketing process as will be discussed through this study, consumers will be more flexible in choosing when the price of a product is low and short-lived, so consumers will have many choices. Color in this case has a role to produce combinations or create differences from what is perceived by consumers compared to other products. For example, when a consumer chooses red with a bag product, then the consumer thinks that red is the appropriate color to distinguish the product he buys from other products. Color is not objective, everyone has differences in choosing their colors depending on their respective skills. Modern psychology emphasizes that color plays a significant role in complementing human personality.

MATERIALS AND METHODS

Studies on color in marketing have not been widely made and used, with this study, the understanding of the importance of color in marketing will be increasingly visible, especially in the form of increased sales. Consumers make their purchase decisions with a variety of factors that can be considered, but the role of color is crucial. In this case, color plays an important role in attracting consumers as well as influencing consumers to buy a product.

The use of empirical methodology with a quantitative type of approach is used in the study by relying on the collection and analysis of numerical data results based on answers to research questions and hypothesis testing. In this case, researchers measure and quantify the influence between color selection and purchasing decisions in marketing a product produced. Through a quantitative approach, researchers can use several forms of data collection, either through surveys, experiments, or structured observations to collect the data needed. Each dimension has a minimum of three indicators to govern existing purchasing decisions.

Developments in quantitative methodology sharpened the focus on statistical techniques complemented by high computation. Through this sharpening of focus, other researchers combine advanced statistical models with hierarchical linear models and structural equation modeling to gain deeper insight into the relationships between variables. This form of advancement in quantitative methods also focuses on online surveys as a form of technological integration, in conjunction with sensor data which ultimately increases the efficiency and accuracy of quantitative methods that contribute to the evolution of this field. This form of advancement of quantitative research methods is also applied to this study, where researchers will conduct survey data collection techniques in the form of online desk research, where researchers will distribute questionnaires and find respondents through the internet network. The survey will be disseminated through social media accounts such as Instagram and Twitter and reinforced by data collection from the messaging platform, WhatsApp.

The quantitative methodology used in this research plays an important role in providing certainty to research to conduct scientific investigations. Measurement using quantitative methodology has a new impact on the science under study. Through this method, researchers can generalize existing findings to populations with larger sizes.

Aside from the advantages of quantitative methodology, criticisms of this quantitative approach center on the potential for oversimplification of complex phenomena and neglect of contextual nuances. The effectiveness of this approach gives objectivity to the research question. This way of measuring and analyzing numerical data gives researchers a greater likelihood of drawing statistically supported conclusions so that existing findings can improve

the reliability of the findings. With a population of 124 community forms, researchers used the Slovin formula to determine how many samples would be used throughout the study. [7]

This Slovin formula is a statistical tool used to measure samples from a population precisely and can represent a population with research results that can be realized at a certain level of confidence. The form of the solving formula is as follows,

$$n = \frac{N}{1 + Ne^2}$$

The description of the formula is:

1. N = Total Population
2. e = Margin of error (0.5)
3. n = Number of Samples

The Slovin formula balances need and sample size with practical constraints of time, resources, and logistics. These three things are in accordance with the conditions of the researcher so that the researcher can balance between accuracy and efficiency. In the impact of color marketing through scientific studies that use a quantitative approach regarding the significance of certain colors with consumer behavior. The data is taken by collecting quantitative data on participants' preferences, emotional responses, and attention patterns faced with marketing materials by displaying different colors, this color psychology is used to guide the selection of stimuli and hypotheses to ensure a strong theoretical framework for conducting quantitative analysis. [8]

The number of samples taken through the study population was 94 by calculations through the Slovin formula described in the previous section. Through 94 samples, what results can be taken that can explain the role of color in marketing preferences? The questionnaire was distributed through the Google Form page to 94 samples of Communication Science students of Universitas Negeri Jakarta class of 2021. From the sample, it was produced that the age of students ranged from 19-23 years with an average age of 21 years and 5 months. Each student is assessed to have different preferences and can be considered capable of being considered for use through this type of study.

A 2013 study, titled "The Importance of Color in the Major Romanian Brand Marketing," stated that 33 brands used color in advertising campaigns over the past three years along with packaging analysis that the visible part of a package is the color. The color is a membrane that plays an active role in attracting human attention. The choice of color on a product is influenced by what is written in the scientific article that the color starts from the primary color that is built into another color, the primary color consists of Red, Green, and Blue. The results of the study were interpreted by analysis of variation and regression which resulted in that white is the dominant basic color used in the form of color selection that indicates a new, clean, or sacred beginning.

In a study entitled "Are You Selling the Right Colour? A Cross-Cultural Review of Colour as a Marketing Cue." Written by Mubeen M. Aslam mentions that color has an important effect in marketing. As a vital part of products, services, packaging, logos, and color displays have a strong signal for product and brand differentiators and to create and maintain corporate identity from various sides. Through color as well, consumer perception can be well integrated. The results of the study showed that color allowed one to provide a distinction between competing sensory stimuli in the case of consumers who were judged to lack color. For brands, this deserves attention here, a market player is said to often ignore the role of color which is genetically considered ineffective. [5]

If a market player can reach consumers who lack color, then he can dominate the international market. In Indonesia itself, market internationalization makes consumer demand for goods increase and consumers in developing countries such as Indonesia. A market player who is unable to master the lack of color will be less likely than other companies that have a better understanding of the local environment that can be improved to expand the nature and quality of operations in the future.

To find out whether the survey results can be used to be discussed in the discussion section, the author then tests the validity of the two applicable variables. The results of the validity test are then presented through the following results.

Table 1. Validity of Variable X

Kaise-Meyer-Oklin Adequacy	Measure of Sampling	.808
Bartlett's Test of Sphericity	Approx. Chi-Square	164.804
	Df	10
	Sig.	.000

According to Sugiharto and Sitinjak (2006), validity is a measure that has a relationship with the modifier of a measure that states the determination of the degree of measuring instruments of a form of research on the actual content of research. Validity in research is used to measure whether the research carried out is valid or whether or not a questionnaire is distributed. If the questionnaire is capable or valid, then the questionnaire is considered capable of revealing something that will be measured by the distributed questionnaire. In this study, a questionnaire was used to determine the effect of color selection as variable X.

The results of the validity test are produced in the KMO Output Table and Bartlett's Test whose value is greater than 0.50 so that later the results can be used to continue the research because they are declared valid. By this statement, it can be seen that the value of variable X is at 0.808 which states that the variable can be used to continue research. In the results of the Anti-Image Matrix research, it was also produced that all X Variables are suitable to be used in research on the Influence of Color Selection on Purchasing Decisions whose results are presented in the table below.

Table 2. Anti-Image Matrix Variable X

		Color Aspect	Color Reasons	Color Making Decisions	Warma Purchase	Main Color Options
Anti-Image Correlation	Color Aspect	.767a				
	Color Reasons		.873a			
	Color Makes a Decision			.804a		
	Purchase Color				.891a	
	Main Color Options					.834a

It can be seen in numbers that have the letter (a) indicating that all numbers have a value of more than 0.50 with all variables having commensurate values, meaning that all X variables can be used in research. Furthermore, the researcher explained the validity of variable Y which, if both validities meet the requirements to be suitable for use in research, then this research can continue. Here are the results of the validity test of variable Y.

Table 3. Validity of Variable Y

Kaise-Meyer-Oklin Adequacy	Measure of Sampling	.799
Bartlett's Test of Sphericity	Approx. Chi-Square	178.627
	Df	10
	Sig.	.000

Through Table 3. The validity of Variable Y, it can be seen that the results of the KMO and Bartlett's Test test are 0.799 which is greater than 0.50, indicating that Variable Y is suitable for use in research. Here is the result of the Anti-Image Matrix Variable Y.

Table 4. Anti-Image Variable Y

		Shopping Craze	Shopping Type	Changes to List Content	Changes due to color	Buying Color
Anti-Image Correlation	Shopping Craze	.744a				
	Shopping Type		.768a			
	Changes to List Content			.846a		
	Changes due to color				.840a	
	Buying Color					.860a

Through Table 4. Anti-Image Variable Y, it can be seen that all variables tested are worth it because each value is greater than 0.50 and can be used for the next step of research.

In addition to the validity test to determine the feasibility test of variables to continue the research, researchers also tested the reliability of the two variables that influence each other. Please note that reliability tests are used to show whether the variables used are reliable, accurate, and consistent to be used in measuring the indicators contained in the questionnaire. Later the research is not only valid but also reliable to have a value of accuracy. The reliability test in this study used Alpha Cornbach's Variable X reliability coefficient method as follows.

Table 5. Variable Reliability X

Cronbach's Alpha	N of Items
.799	6

The results of the Variable X Reliability test are 0.799 which is greater than 0.60 which shows that the statements included in the questionnaire are considered reliable or can be used in research. This is also in line with the Reliability of Variable Y which is described in the statistical test results below.

Table 6. Reliability of Variable Y

Cronbach's Alpha	N of Items
.796	6

The results of statistical tests on the reliability of Variable Y are considered valid with a value of 0.796 whose value is greater than 0.60 so Variable Y is declared to be used in this study.

RESULTS AND DISCUSSION

By testing the validity and reliability of variables X and Y, it shows that the results are feasible to be used in research. With the feasibility test of the variables that have been done, we can see the influence of color selection on purchasing decisions by customers by doing the f test as a form of simple linear regression analysis as a way to predict the relationship between the independent variable and the dependent variable. The results of the f-test are as follows.

Table 7. F Test Results

ANOVA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	398.445	1	398.445	81.431	.000b
		450.161	92	4.893		
		848.606	93			

Through the table, a simple linear regression analysis is worth 81.431 as the form of F count, while the F table with df 1 and df 92 is 3.94 which shows that the F count is greater than the F table. The results of the test show that there is a dependence of Y on X or there is an influence of variable X on variable Y. With that, it is stated that there is an Influence of Color Selection on Customer Purchasing Decisions: Marketing Strategy Using Color. The results of a simple linear regression test on significance are valued less than 0.05 which shows that the research hypothesis is accepted or in other words, Variable X has an influence on Variable Y.

Table 8. Correlation Test Results of Variable X to Variable Y

		Total X	Total Y
Total X	Pearson Correlation	1	.685**
	Sig. (2-tailed)		.000
	N	94	94
Total Y	Pearson Correlation	.685**	1
	Sig. (2-tailed)	.000	
	N	94	94

Through the Correlation test between Variable X and Variable Y, it is shown that Variable X has a big value. (2-tailed) worth .000 which is smaller than 0.05 and shows a significant correlation between variable X and variable Y. Similarly, variable Y has a big value. (2-tailed) worth .000 which shows a significant correlation between variable Y and variable X. Given the side of r count in the Pearson Correlation section, r calculates variable X is 0.685 which is greater than the r table with a value of 0.200, it can be concluded that there is a correlation between variable X and variable Y. The continuation of the test is then aimed at variable Y with an r count valued at 0.685 which is greater than r table shows a correlation between variable Y with variable X.

After passing various tests, the data is ready to be described with various forms of analysis that are commensurate and have a correlation with the results of existing data interpretation. In the introduction, the author has stated the understanding and urgency discussed that color influences purchasing decisions by consumers. A consumer who has a shopping list will only see a small part of the stimulation of a product found in stores. Of the various stimuli that can influence purchasing decisions, color plays a very important role, the high number of stimuli received by buyers can increase sales by as much as 50% which is influenced by purchasing decisions based on color. The thing readers need to know is that 2 out of 3 purchase decisions are made at the point of purchase, such as inside a store, in front of the storefront where the item is located.

Information in visual form seen by the consumer's eyes is the easiest and most common way for individuals to obtain and decide informed interpretations of brands in the consumer's preferred environment. The consumer, in this case, plays a role in finding a visual target that in most situations indicates that the consumer will see the packaging from the top left towards the bottom of the specific packaging. Color is one of the design elements that attracts consumers to help make them captivated according to the results of the t and f tests that show a significant correlation between the two things. Color effects have been widely accepted in marketing communications on the basis that he is an effective tool to reduce visual form search time in finding a target. From this statement alone, it can be discussed that color plays an important role in marketing, especially in a brand.

CONCLUSIONS

The purpose of this study is to determine the influence of color selection on purchasing decisions by customers. The subject and object of research on color to customers are carried out to prove that color affects customer choices in giving an item. The findings resulting from the validity and reliability test show that the existing data is worth using in this study. Thus the results of the t -test and f -test show that there is a relationship between variable X and variable Y. The result is that there is a relationship between color selection and customer purchase decisions which is then the Initial Hypothesis (H_a) is accepted while H_0 is rejected.

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