

Impact of brands' color towards consumers' purchasing behavior : a case with low and high involvement products

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Organizations in Sri Lanka are spending increasingly greater amounts of money on brands with the intention of ultimately generating, maintaining or increasing consumers' brand image. The significant growth in advertising expenditure explains the vital of brand image in marketing today. In recent years, consumer research shows the complex behavior models to describe consumer decision making. A major assumption of these models is that individuals spend a great deal of effort evaluating many brands across many product dimensions. Thus, the study focuses to examine the impact of brand's color on consumers' purchasing behavior, if any, across different product categories (i.e., low-involvement vs. high-involvement products). In this endeavor, two different products were focused political parties and soft drinks as high and low involvement brands respectively. The primary data were collected through household interviews utilizing a structured questionnaire and study was carried out pretest to assess validity of selected attributes. Consumer survey was geographically limited to Southern province in Sri Lanka and to examine the relationship between dependent, independent and the intervening variables, regression analysis and chow test were used. The findings of the study revealed a positive correlation between a brand's color and its brand image with regard to both low-involvement and high-involvement products, with the strength of this correlation being greater in respect of low-involvement products. The study also provided valuable insights that marketers could utilize to develop more focused marketing strategies which may enable them to compete more effectively in the increasingly competitive market.

Key words: Brand color, Purchasing behavior, Brand image, Low-involvement, High-involvement

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