

A Study on the Impact of Logo Color on Consumer Perception of Brand Personality in Sri Lanka.

Abstract – A growing body of literature has investigated the impact of colours on the perception of brand personality. This study examines how logo colors impact the brand personality perception of the consumers by exploring the brand personality traits people associate with logo colours in the context of branding. Each colour has a personality attribute derived from the consumer's earlier associations with the specific colours. This study first explores the impact of logo colours on the perception of global consumers from previous studies and then investigates the perception of local consumers. This research investigates the logo colour perception on six-dominantly used colours in local brand logos by taking on a quantitative research approach to obtain a more generalized association regarding the logo colour and brand personality dimensions from the consumers' perspective in Sri Lanka. Using the pioneer brand personality measuring framework, Aaker's (1997) Brand Personality framework, this research gained insight into the impact of logo colours on the perception of brand personality on adult consumers of Sri Lankan context in contrast to the global context. The results indicate minor differences between the global context and local context whereas out of six logo colours investigated, only two colours were perceived differently. This insight contributes to identifying the most suitable colours that are eligible to communicate the intended brand personalities to the Sri Lankan consumers to build a strong consumer and brand relationship.

Keywords: Brand Personality Dimensions, Colour perception, Sri Lanka, Branding