

A Study of Colours in a Brand's Logo and Brand Image in the Indian Sports Shoes Industry

Vishal Kamra*, Rhea Sabharwal**

ABSTRACT

This research paper talks about the factors that affect the brand image of a company with a special focus on the role played by brand logos. The paper has revealed brand personalities of individual colours and has identified the impact that these colours have on brand image. The objective of this research paper was to collect data that could help marketers and logo designers understand how the potential customers of a firm pursue that particular brand based on the brand logo. It throws light on the link between colours of a brand logo in the sports shoe industry and the brand image formed by the use of a particular colour. It aims to help brand managers form an appropriated brand personality that can attract the subconscious mind of the target market, and fulfils their social and psychological needs. It discusses how customers relate their personalities with the brand personality that is developed from brand image. The data was collected from youngsters who play sports, or who are a connoisseur of sports, located in different parts of India. Percentage analysis technique has been used to analyse the data. The study has concluded that brand image is heavily impacted by brand name, the tagline, and the colour and shape of the brand logo. The study has resulted in the formation of a ready-to-use database that contains information about brand personality portrayed by individual colours, with respect to the sports shoe industry, which can help the brands during the designing process.

Keywords: Brand Image, Logo, Sports Shoes, India

INTRODUCTION

For a business to be successful, it should fulfil the needs of its customers. To fulfil the needs, it is important to understand exactly what the customers want from the product. Different customers buy the same products to fulfil different needs. These needs can be classified as functional needs, psychological needs, and social needs (Ingram, 1984).

A consumer looking to satisfy a functional need will not necessarily consider which brand he buys. He will buy the product just because he wants that product and to derive a particular function from it. Then why do companies attach a brand name to their product? Why do customers choose to buy the same product from one brand over another? The answer lies in the concept of brand image and brand perception.

While purchasing a product, the customer opts for a particular brand because he feels that it serves a better

quality product, or it will raise his image in society. Here the customer is focused on satisfying his psychological and social needs, respectively. Different images of different brands help a customer choose one brand over another (Kotler, Keller, Brady, Goodman & Hansen, 2016).

Sometimes, a company maintains such a good brand image that even if its competitors offer better quality products, the customers prefer not to buy from the competitors (Nylander & Wallgren, 2017). This is because buying the competitors' product may not give them that psychological satisfaction or social recognition that they are looking for. The reason for this is that the competing company might not have a good brand image (Takeuchi & Quelch, 1983). Hence, we can observe that brand image plays a very important role in deciding a company's success.

In today's competitive world, firms need to understand how their brand is positioned in the minds of the customers and how they can change that position according to the goals of the firm ("Proper positioning

* Assistant Professor, Amity School of Business, Amity University, Noida, Uttar Pradesh, India. Email: vkamra@amity.edu

** BBA Student, Amity School of Business, Amity University, Noida, Uttar Pradesh, India.

improves your probability of success,” 2020). Coming up with an innovative, new product is not enough to ensure a huge customer base (Munawaroh, 2015). Ensuring that the customer perceives the need and importance of that product on the same level as the firm is very important.

Some firms may introduce a brand to fulfil a specific need of the customers, but customers may perceive the brand to fulfil a completely different need (Scout, 2019). This gap between how the marketer wants the customers to perceive a brand and how the customers perceive it is a reflection of improper positioning of the brand in the minds of prospective customers (Lindeberg, Blomkvist & Johansson, 2012). This can lead to high losses and a competitive disadvantage.

Hence, it is the responsibility of a marketing manager to understand the various factors that affect a brand's image and position the brand in such a way that the firm can capture the potential customer base with high brand loyalty from the customers (Gopikrishna & Kumar, 2015). An appropriate brand positioning strategy and brand image not only help a firm make higher profits, but also gives it a competitive advantage over the competing firms and ensures repeated sales.

LITERATURE REVIEW

Brand image is the interpretation of the customers about the products, services, and communication of brand (Hubanic, 2009). According to Branding Tutorials (2018), a customer not only buys the product or service, but also the image associated with that particular product or service. That image of the product helps to satisfy the psychological and social need of the customer (Kim & Sullivan, 2019). Therefore, it is very important for the companies to not only focus on the quality of the product but also its image. Hence, it can be concluded that companies should make every effort to make the brand image unique, positive, and instant. A positive brand image is essential, as more than 90% of all purchase decisions taken by mainstream customers these days are based on brand image and nothing else (Straker, 2014).

An example of a good brand image is that of McDonald's. According to Branding Tutorials (2018), McDonald's is

quick and inexpensive food. Commercials of the firm and other such elements consistently reflect the image of the brand. All the methods of communication and actions of the company create an image in the minds of potential customers that their products include affordable food with which customers are quite comfortable (Van Grinsven & Das, 2014). This helps the customers know what they will get once they reach a McDonald's outlet.

Let us consider an example of a bad brand image. Ugly Drinks Inc. aims at providing a healthy alternative to all sugary soft drinks that are currently used by consumers (Branding Tutorials, 2018). The name of the brand, 'ugly', however, creates a negative image in the minds of customers as it shows that the company focuses on an ugly angle of the drinks. It makes the customers think that the drink is dirty and tastes bad. The company's brand name also seems to suggest that healthy is usually ugly. Hence, it did not attract potential customers in the manner the company expected.

A brand is a complex organism (Frederiksen, 2018). From the above examples, we can understand that it is very important for a firm to have a positive brand image, as a negative one can distract potential customers and can become a cause of low sales for a firm, thereby reducing the firm's profits. To understand the concept of brand image in detail, let us understand the elements of the brand: brand logo, tagline, and brand name.

- Brand Logo

A brand logo is a collection of design and copy elements that work seamlessly together to convey the essence of a particular brand (Ebenstein, 2018). A brand logo provides the first impression of a brand.

- Brand Name

The brand name is the name of a company. A name is the most popular way of recognising a company. If you are considering a broader rebranding initiative, it could make sense to shorten the name of your company (Ebenstein, 2018).

- Tagline

According to Ebenstein (2018), a tagline provides a message around which companies can base all internal and external decisions, culture, and communications.

Brand Logo

Images and emotions are linked to each other in a very powerful manner (Marketing, 2017). Some images can make us feel nostalgic, whereas some images have the power of making us think about the future. According to Prahalad (2011), the convergence of brand logos and its design is escalating with time. Today's consumer focuses more on the brand image of a company than ever before. The reason behind this is increasing consumerism and brand cautiousness among the people. Logos are very important to earn recognition by the target market and long-term loyalty from the customers (Cakmak, 2016).

Hence it can be concluded that the logo plays an essential role in making a brand successful. Various factors affect how a logo is perceived by the targeted customers. The first such factor is the colour of the logo. Colours play a vital role in communication by beautifully conveying messages to our unconscious mind (Mcardle, 2019).

According to Lothenbach (2015), choosing the correct colours is very useful in displaying the desired brand image. They reflect a brand's tone of voice and personality, and affects how customers think about that particular brand. To understand how companies display their personality through colours, let us take an example of some successful companies.

According to Greene (2016), Red Bull uses a red colour in its logo to represent energy and passion. Hence it attracts people with an energetic personality. On the other hand, Walt Disney uses red to express a feeling of excitement and love (Winsor, 2015). Disney has created a personality that is full of life and fun, and attracts people who have a positive and joyful perspective on life and who believe in magic. According to Mcardle (2019), Ford uses the blue colour in their logo to show that their products are strong and trustworthy, and that they care for their customers. Hence it attracts people who like to feel safe on the road. Ford's brand image helps people to trust their car; they do not worry that their car will breakdown. According to Mcardle (2019), green colour is generally associated with nature. Subway uses this colour beautifully to represent fresh and healthy food. Thus, it attracts people who are health cautious and the ones who like to be close to nature. According to Vastani (2018), Nickelodeon attracts its target market with the colour orange, which expresses

happiness, joy, and a friendly atmosphere. Hence it is very successful in attracting children full of happiness and ecstasy. However, a brand does not need to choose a single colour to represent their personality. Multiple colours also represent a very powerful personality. According to Greene (2016), Google uses this power to represent its various channels and diverse database. It represents a personality of boldness and boundlessness.

All these companies use the power of colour to express their personality to their target audience. They try to match their target audience's personality with the personality of the firm's brand image. If a company fails to match their personality to the personality of their target audience, they will not be able to attract customers, as the target audience will not feel a connection with the brand. They will not buy the product, as it will not fulfil their social and psychological need.

All these examples depict how important it is to choose the correct colour to represent a particular type of personality. According to Lothenbach (2015), choosing colours is a strategic process that helps a brand make its customers feel what a marketer wants them to feel.

The second factor that affects the brand image of a company in the minds of customers is the shape of the logo. According to Velarde (2009), the shape of a logo makes a huge contribution in expressing the beliefs and intention of the marketer. It is a very powerful tool that expresses moods and helps to symbolise ideas. The human brain can store a shape quickly and for a longer duration of time (Lay, 2018). This helps the customers recognise brands faster. How different shapes were beautifully used by various successful brands to convey meanings can be better understood with the following examples.

According to Peate (2018), the Olympics used the shape of circles to convey a positive message. It used interconnected circles to depict strength and unity. NASA uses a circle to show that the entire planet contributes to the mission of space exploration. It gives a sense that all countries are united. According to Lay (2018), triangles usually convey a sense of power and energy. This shape is used by Delta to show speed.

Squares are usually used to show professionalism and reliability. It gives a sense of security and strength (Lay, 2018). Microsoft uses a square to make customers feel

secure about their data and to portray a professional environment. With different colours, it also shows a huge variety of products. Lego uses a square shape to give parents a sense of security that the toys produced by the company are safe for the kids. It takes advantage of the red colour to add a fun element for kids. This is how they smartly target children and parents at the same time.

According to Peate (2018), lines give a sense of sophistication. Vertical lines help a marketer draw the attention of the customers towards the brand name. They express the idea of motion. The logo of SoundCloud uses vertical lines to emphasise the word sound. This shows that their strength is good sound. It also uses the cloud to depict creativity. On the other hand, horizontal lines are known to display calm and reliability (Peate, 2018). The IBM logo uses horizontal lines to make their customers feel that they are reliable.

The spectrum of 11 universal colours listed by Berlin and Kay in 1969 includes white, black, red, green, yellow, blue, brown, purple, pink, orange, and grey.

Dimensions of brand personality given by Aaker are represented in Table 1.

**Table 1: Dimensions of Brand Personality
(Aaker, 1997)**

Personality Dimensions	Associated Characteristics
Excitement	Daring, Spirited, Imaginative
Sincerity	Down to earth, honest, cheerful
Competence	Reliable, Secure, Successful
Sophistication	Glamorous, Feminine, Smooth
Ruggedness	Outdoorsy, Tough, Masculine

Cunningham (2017), in her paper titled “The value of color research in brand strategy”, conducted a research with the objective of identifying and understanding the relationship between the colours of a brand logo and customers’ perception. The paper unveils how brands strategically select colours for their brand logo so that the logo can communicate the corporate image of the brand. The research was conducted on a focused group that constituted people between the ages of 18 and 37. The survey concluded that there is a deep relationship between the colours of a brand logo and the perception they form. The colour of a brand logo does play an

important role. However, other factors and influencers should also be taken into consideration for a perfect brand logo that could add to the brand image and brand value of the company.

Bottomley and Doyle (2006), in their paper titled “The interactive effects of colors and products on perceptions of brand logo appropriateness”, conducted a research with the objective of evaluating how branding activity incorporates colours to create an ideal brand image that attracts the target market. The paper constituted two studies. It was concluded that if the target is aware about how the brand wants to position itself and the story of choosing a particular colour or a particular design is described to them, they relate to the meaning in a better manner, compared to when the audience is not conveyed the meaning behind the image a company is trying to build, and it is left to the people to imagine the meaning.

Ridgway and Myers (2011), in their paper titled “Brand personality: Consumer’s perceptions of color used in brand logos”, conducted a research with the objective of identifying if colours communicate to the conscious or subconscious minds of customers and of examining if customers can better relate to the logo when they are made aware of the purpose of using a particular colour and the story behind the logo. The paper also talks about how customers infer brand personality of a company from the brand logo. Snowball technique was used to collect the data and the survey was conducted for about two weeks.

METHODOLOGY

Need for the Research

A marketer needs to know how prospective customers of a firm pursue a particular brand. A marketer who can successfully position a brand in the mind of the customers according to the requirements of the firm can ensure higher profits. On the other hand, an inappropriate brand image in the customer’s mind can be one of the major reasons for the brand’s failure. A marketer should ensure that the customers perceive the use and value of the brand and its products in the same way the marketer perceives them. If there is a gap between brand image and brand identity, then the company may suffer a loss of market share and monetary losses. Hence, a marketer needs to

know the factors that help to form brand image and the factors that help in maintaining and changing the image in the mind of the target markets.

Major Research Question

What brand personality and brand image is formed by individual colours of a brand logo in the context of the sports shoe industry?

Objectives of the Study

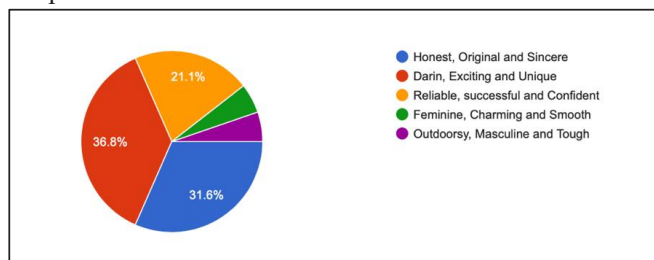
- To understand the personality of different colours, and identifying various factors that affect the image of a brand in the minds of potential customers.
- To analyse the personality of the individual colours in the brand logo of sports shoes.

DATA ANALYSIS

Q. 1. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Red)



Response



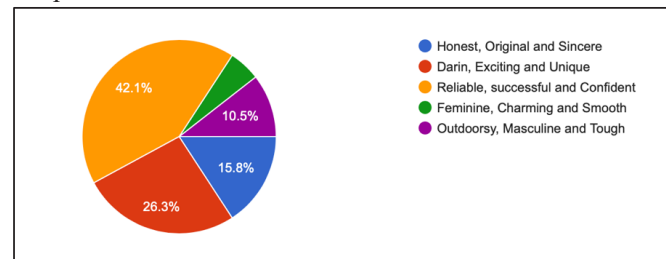
According to the survey conducted, 36.6% of the respondents feel that the use of the red colour in the brand logo of a sports shoe brand represents a daring, exciting, and unique brand personality. All these characteristics make up the brand personality of the excitement dimension. According to 31.6% of the respondents, a blue coloured sports shoe brand logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. Around

21.2% respondents feel that a shoe brand using a red coloured logo is trying to convey an image of a reliable, successful, and confident firm. These components sum up the competence dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that a red coloured logo represents an exciting, daring, trendy, unique, and imaginative brand personality of a company in the sports shoe industry.

Q. 2. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Blue)



Response

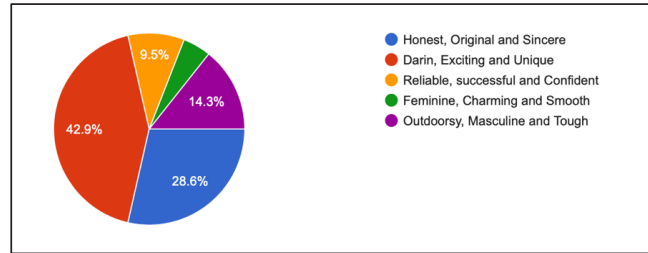


Around 42.1% of the respondents feel that a shoe brand using a blue coloured logo is trying to convey an image of a reliable, successful, and confident firm. These components sum up the competence dimension of brand personality. According to 15.8% of the respondents, a blue coloured sport shoe brand logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. According to the survey conducted, 26.3% of the respondents feel that the use of the colour blue in the brand logo represents a daring, exciting, and unique brand personality. All these characteristics make up the brand personality of the excitement dimension. As a result, it can be concluded that a majority of the respondents believe that a blue coloured logo represents a competent, successful, secure, and confident brand personality of a company in the sports shoe industry.

Q. 3. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Yellow)



Response

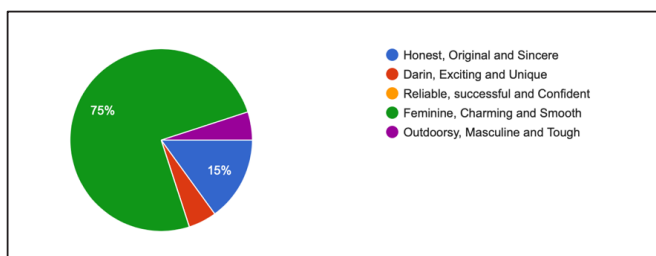


According to the survey conducted, 42.9% of the respondents feel that the use of the colour yellow in the brand logo represents a daring, exciting, and unique brand personality. All these characteristics make up the brand personality of the excitement dimension. About 14.3% respondents feel that a shoe brand using a yellow coloured logo is trying to convey an image of an outdoorsy, masculine, and tough firm. These components sum up the ruggedness dimension of brand personality. According to 28.6% of the respondents, a yellow coloured sport shoe brand logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. As a result, it can be concluded that a majority of the respondents believe that a yellow coloured logo represents an exciting, daring, trendy, unique, and imaginative brand personality of a company in the sports shoe industry.

Q. 4. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Pink)



Response



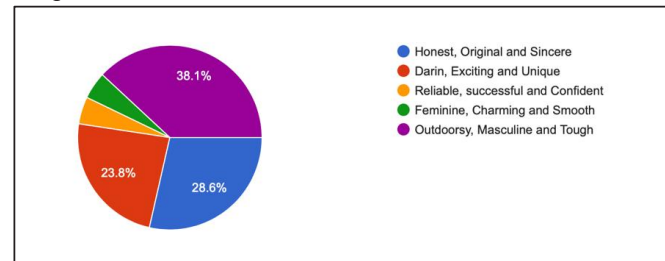
According to the survey conducted, 75% of the respondents feel that the use of the pink colour in the brand logo of a sport shoe brand represents a feminine, charming, and smooth brand personality. All these characteristics make up the brand personality of the sophistication dimension.

According to 15% of the respondents, a pink coloured sports shoe brand logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. None of the respondents feel that a shoe brand using a pink coloured logo is trying to convey an image of a reliable, successful, and confident firm. These components sum up the competence dimension of brand personality. Hence, it can be observed that people do not generally relate a pink coloured logo to competence in the sports shoe industry. As a result, it can be concluded that a majority of the respondents believe that a pink coloured logo represents a feminine, glamorous, charming, and smooth brand personality of a company in the sports shoe industry.

Q. 5. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Black)



Response

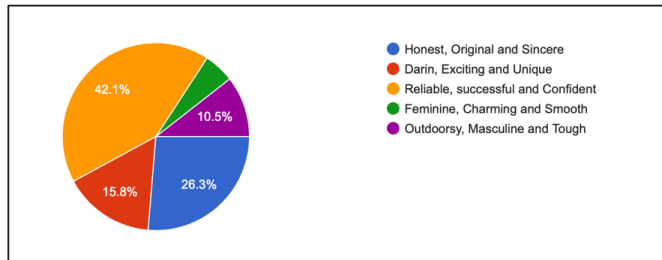


According to 38.1% of the respondents, a black coloured sports shoe brand logo represents an outdoorsy, masculine, and tough personality. All these components make up the ruggedness dimension of brand image. According to the survey conducted, 28.6% of the respondents feel that the use of the black colour in the brand logo of a sport shoe brand represents honesty, originality, and sincerity. All these characteristics make up the brand personality of the sincerity dimension. Around 23.8% respondents feel that a shoe brand using a black coloured logo is trying to convey an image of a daring, exciting, and unique firm. These components sum up the excitement dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that a black coloured logo represents a rugged, masculine, and tough brand personality of a company in the sports shoe industry.

Q. 6. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Green)



Response



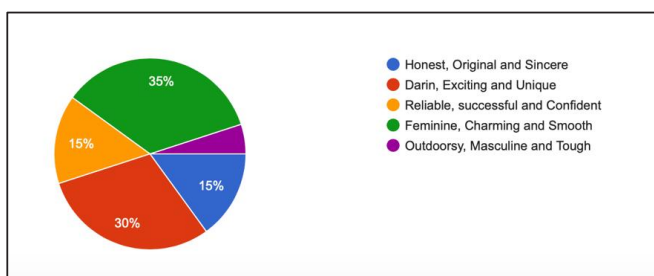
According to the survey conducted, 42.1% of the respondents feel that the use of the green colour in the brand logo of a sport shoe brand represents a reliable, successful, and confident brand personality. All these characteristics make up the brand personality of the competence dimension.

According to 26.3% of the respondents, a green coloured sports shoe brand logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. About 15.8% respondents feel that a shoe brand using a green coloured logo is trying to convey an image of a daring, exciting, and unique firm. These components sum up the excitement dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that a green coloured logo represents a competent, successful, secure, and confident brand personality of a company in the sports shoe industry.

Q. 7. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Purple)



Response



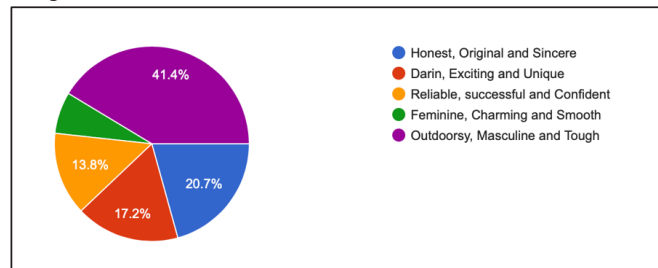
Around 35% of the respondents feel that a shoe brand using a purple coloured logo is trying to convey an image of a

feminine, charming, and smooth firm. These components sum up the sophistication dimension of brand personality. According to 30% of the respondents, a purple coloured sport shoe brand logo represents a daring, exciting, and unique corporate identity. All these components make up the excitement dimension of brand image. According to the survey conducted, 15% of the respondents feel that the use of the purple colour in the brand logo represents a reliable, successful, and confident brand personality. All these characteristics make up the brand personality of the competence dimension. As a result, it can be concluded that a majority of the respondents believe that a purple coloured logo represents a feminine, glamorous, charming, and smooth brand personality of a company in the sports shoe industry.

Q. 8. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Brown)



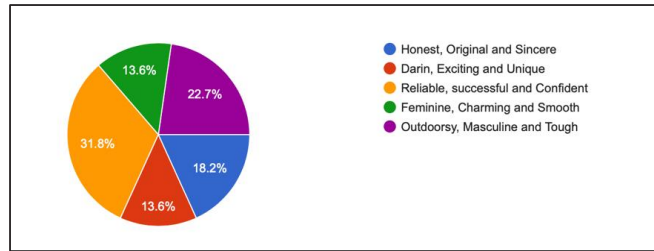
Response



Around 41.4% of the respondents feel that a shoe brand using a brown coloured logo is trying to convey the image of an outdoorsy, masculine, and tough firm. These components sum up the ruggedness dimension of brand personality. According to 20.7% of the respondents, a brown coloured sport shoe brand logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. According to the survey conducted, 17.2% of the respondents feel that the use of the brown colour in the brand logo represents a daring, exciting, and unique brand personality. All these characteristics make up the brand personality of the excitement dimension. As a result, it can be concluded that a majority of the respondents believe that a brown coloured logo represents a rugged, masculine, and tough brand personality of a company in the sports shoe industry.

Q. 9. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Grey)

Response

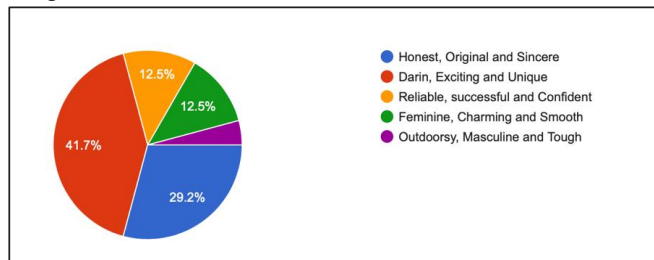


According to the survey conducted, 31.8% of the respondents feel that the use of the grey colour in the brand logo of a sport shoe brand represents a reliable, successful, and confident brand personality. All these characteristics make up the brand personality of the competence dimension. According to 22.7% of the respondents, a grey coloured sports shoe brand logo represents an outdoorsy, masculine, and tough image. All these components make up the ruggedness dimension of brand image. Around 18.2% respondents feel that a shoe brand using a grey coloured logo is trying to convey the image of honesty, originality, and sincerity. These components sum up the sincerity dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that a grey coloured logo represents a competent, successful, secure, and confident brand personality of a company in the sports shoe industry.

Q. 10. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (Orange)



Response



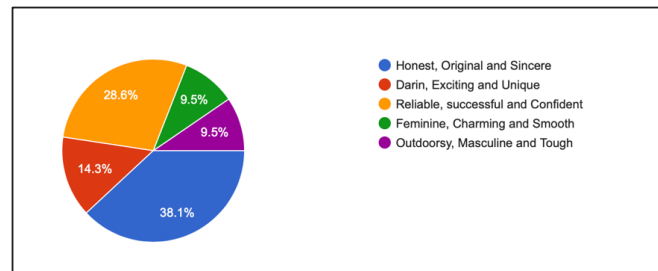
Around 41.7% of the respondents feel that a shoe brand using an orange coloured logo is trying to convey the image of a daring, exciting, and unique brand. These components sum up the excitement dimension of brand

personality. According to 29.2% of the respondents, an orange coloured sport shoe brand logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. According to the survey, 12.5% of the respondents feel that the use of the orange colour in the brand logo of a sport shoe brand represents a reliable, successful, and confident brand personality. All these characteristics make up the brand personality of the competence dimension. As a result, it can be concluded that a majority of the respondents believe that an orange coloured logo represents an exciting, daring, trendy, unique, and imaginative brand personality of a company in the sports shoe industry.

Q. 11. If a sports shoe brand uses this colour in its logo, which of the following characteristics would be represented by the brand? (White)



Response

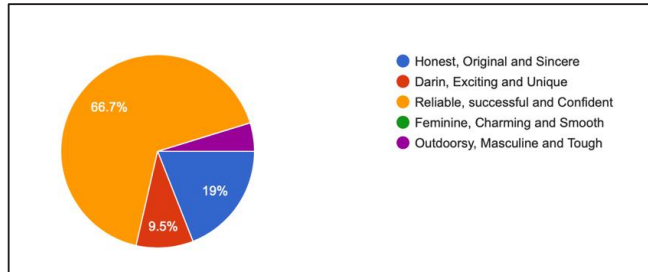


According to the survey conducted, 38.1% of the respondents feel that the use of the colour white in the brand logo of a sport shoe brand represents honesty, originality, and sincerity. All these characteristics make up the brand personality of the sincerity dimension. According to 28.6% of the respondents, a white coloured sports shoe brand logo represents a reliable, successful, and confident corporate identity. All these components make up the competence dimension. Around 14.3% respondents feel that a shoe brand using a white coloured logo is trying to convey an image of a daring, exciting, and unique firm. These components sum up the excitement dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that a white coloured logo represents a sincere, down-to-earth, real, and honest brand personality of a company in the sports shoe industry.

Q. 12. What perception about the brand does the colour of this logo create in your mind?



Response

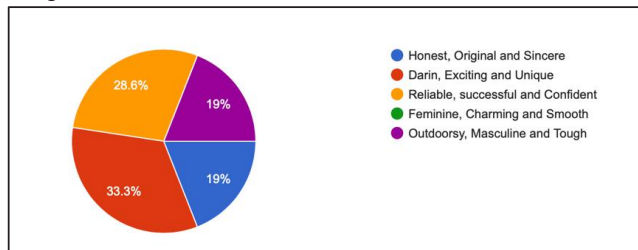


About 66.7% of the respondents feel that the Nike logo is trying to convey an image of a reliable, successful, and confident firm. These components sum up the competence dimension of brand personality. According to 19% of the respondents, Nike's logo represents honesty, originality, and sincerity. All these components make up the sincerity dimension of brand image. According to the survey conducted, 9.5% of the respondents feel that this logo of a sport shoe brand represents a daring, exciting, and unique image. All these characteristics make up the brand personality of the excitement dimension. As a result, it can be concluded that a majority of the respondents believe that Nike's logo represents a competent, successful, secure, and confident brand personality in the sports shoe industry.

Q. 13. What perception about the brand does the colour of this logo create in your mind?



Response



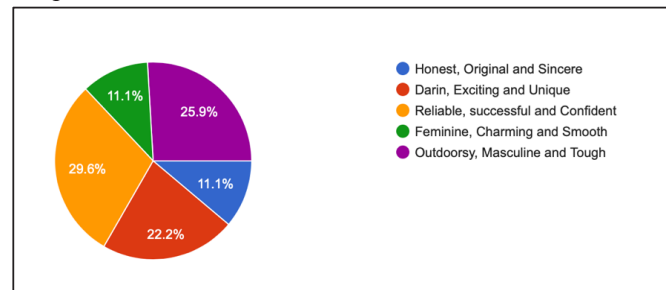
According to the survey conducted, 33.3% of the respondents feel that Puma's red coloured logo represents

a daring, exciting, and unique brand personality. All these characteristics make up the brand personality of the excitement dimension. According to 28.6% of the respondents, Puma's logo represents a reliable, successful, and confident corporate identity. All these components make up the sincerity dimension of brand image. About 19% respondents feel that Puma's logo is trying to convey the image of an outdoorsy, masculine, and tough firm. These components sum up the competence dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that Puma's logo represents an exciting, daring, trendy, unique, and imaginative brand personality in the sports shoe industry.

Q. 14. What perception about the brand does the colour of this logo create in your mind?



Response

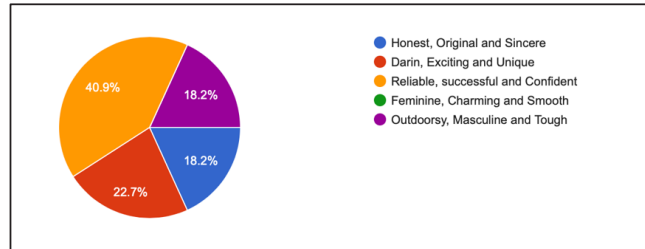


According to the survey conducted, 29.6% of the respondents feel that Asics's logo represents a reliable, successful, and confident brand personality. All these characteristics make up the brand personality of the sincerity dimension. According to 22.2% of the respondents, Asics's logo represents a daring, exciting, and unique corporate identity. All these components make up the excitement dimension of brand image. Around 25.9% respondents feel that the Asics logo is trying to convey the image of an outdoorsy, masculine, and tough firm. These components sum up the competence dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that the Asics logo represents a reliable, successful, and confident brand personality in the sports shoe industry.

Q. 15. What perception about the brand does the colour of this logo create in your mind?



Response



According to the survey conducted, 40.9% of the respondents feel that Adidas's logo represents a reliable, successful, and confident brand personality. All these characteristics make up the brand personality of the sincerity dimension. According to 22.7% of the respondents, Adidas's logo represents a daring, exciting, and unique corporate identity. All these components make up the excitement dimension of brand image. About 18.2% respondents feel that the Adidas logo is trying to convey the image of an outdoorsy, masculine, and tough firm. These components sum up the competence dimension of brand personality. As a result, it can be concluded that a majority of the respondents believe that the Adidas logo represents a reliable, successful, and confident brand personality in the sports shoe industry.

DISCUSSION AND CONCLUSION

The research conducted confirms the relationship between colour and brand logo, which further confirms a strong relationship between the brand image of a firm and customer perceptions. The study tells us that a brand logo's colour affects brand personality as perceived by the customers. Each logo colour represents characteristics that can be applied to a company or brand. A single colour can fit into a number of brand personality dimensions. The study conducted applies the five dimensions of personality given by Aaker in 1997, namely, sincerity, competence, sophistication, excitement, and ruggedness.

From the research conducted it can be concluded that red colour in the logo of a sports shoe brand represents

excitement in the minds of the target audience. However, sincerity can also be associated with this colour. The colour blue can be associated with competence. Some people also relate it to excitement. Yellow represents excitement and sincerity. Pink is generally associated with sophistication. Sometimes, it can be used to represent sincerity. The research shows that a black coloured logo in the sports shoe industry reflects ruggedness and sincerity. Green represents competence and sincerity. Purple represents sophistication and excitement. Brown is generally associated with ruggedness and sincerity. Grey reflects competence and ruggedness. Orange colour in the logo of a sports shoe brand represents excitement and sincerity. A sports shoe brand logo in white is generally associated with sincerity and sometimes, competence.

It was also observed that a majority of the respondents believe that the black-coloured Nike logo represents competence. However, when the respondents were asked specifically about the colour of the logo without the shape, they said that it represents ruggedness. This clearly shows that the colour of a logo is a necessary, but not sufficient element of brand image. The shape of a logo and the tagline, which are the other two components, also play a major role in influencing customer perception about a brand. Puma's red logo forms a brand personality reflecting excitement in the minds of a majority of the respondents. As previously observed, red represents excitement. This means that Puma has successfully used the colour to portray its corporate identity; this reflects the role colour of the logo plays in shaping customer perceptions. A majority of the respondents believe that Asics' blue-coloured logo represents competence. This matches the response of individual colours, recorded at the beginning. The black-coloured logo of Adidas has formed an image of competence in the minds of the respondents. However, the responses for individual black colour, without the shape, revealed that a majority of the respondents believe that black in the sports shoe logo represents ruggedness. This further shows the role played by other components of brand image, i.e., the shape of the logo and the tagline. All the findings are listed in the Tables 2, 3, and 4.

Table 2: Represents Two Most-Opted Dimensions of Brand Personality Reflected by Individual Colours in the Context of the Shoe Industry

Colour	Most opted option by respondents	Dimension indicated in the option	Second most opted dimension
Red	Daring, Exciting and Unique	Excitement	Sincerity
Blue	Reliable, successful and Confident	Competence	Excitement
Yellow	Daring, Exciting and Unique	Excitement	Sincerity
Pink	Feminine, Charming and Smooth	Sophistication	Sincerity
Black	Outdoorsy, Masculine and Tough	Ruggedness	Sincerity
Green	Reliable, successful and Confident	Competence	Sincerity
Purple	Feminine, Charming and Smooth	Sophistication	Excitement
Brown	Outdoorsy, Masculine and Tough	Ruggedness	Sincerity
Grey	Reliable, successful and Confident	Competence	Ruggedness
Orange	Daring, Exciting and Unique	Excitement	Sincerity
White	Honest, Original and Sincere	Sincerity	Competence

Table 3: Represents Two Most-Opted Dimensions of Brand Personality Reflected by Companies Operating in the Sports Shoe Industry

Shoe Brand	Most opted option by respondents	Dimension indicated in the option	Second most opted dimension
Nike	Reliable, successful and Confident	Competence	Sincerity
Puma	Daring, Exciting and Unique	Excitement	Competence
Asics	Reliable, successful and Confident	Competence	Ruggedness
Adidas	Reliable, successful and Confident	Competence	Excitement

Table 4: Summary of the Analysis

Personality Dimensions	Colours of logo associated for sports shoes industry
Sincerity	White
Excitement	Red, Yellow and Orange
Competence	Blue, Green, Grey
Sophistication	Pink and Purple.
Ruggedness	Black and Brown

MANAGERIAL IMPLICATIONS

The branding and marketing department, especially in start-ups, can gain significant benefit from this research. Usually, the brand managers face problems when designing the visual identity of a company or a new line of product. Knowing how each logo's colour is perceived

by consumers allows them to make efficient design choices that convey their brand's values. The significant implication of this study is in the execution of branding strategies. A graphic designer or logo designer who is responsible for creating a new brand logo can benefit from this research paper.

FUTURE SCOPE

Many brands fail because of poor communication, and representation of psychological and social benefits they offer. On the other hand, the ones that understand the technique succeed in the market. Due to increased competition, offering a good quality product is not enough to ensure profits and sustainability of the business in the long run. Customer loyalty and emotional association with

the brand is also important. Customers tend to associate and relate to brands which represent a brand personality that matches with the customers' imagined or actual personality. Hence, any business needs to ensure that the brand image matches the brand identity. Any deviations can result in loss of customers. From the above analysis, it is clear that the colour of a logo can impact the brand perceptions and brand personality created in the mind of customers. It is also observed that other components of the brand image also have a major role to play. This study can be further conducted on how the tagline and shape of a brand can affect brand image. Moreover, this study can be extended to understand how combinations of colours can affect brand image and customer perceptions.

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