

# *Research on Brand Cognition and Emotional Connection Based on Color Driving*

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**Keywords:** Color, brand recognition, emotional connection, brand image, consumer behavior

**Abstract:** This study discusses how color drives brand recognition and emotional connection. Through literature review and empirical research, it is found that color has an important influence on brand cognition and emotional connection. Different colors have different psychological effects, which can trigger different emotional reactions of consumers, and then affect their cognition and emotional connection to the brand. Therefore, enterprises should attach importance to the application of color strategy in brand image building, communication, differentiation and consumer behavior, so as to enhance brand awareness and emotional connection and improve market competitiveness. This study also shows the application and effect of color strategy in different brands through case analysis, which provides reference for enterprises to choose appropriate color strategy in practice.

## 1. Introduction

In today's business environment, brand image is very important for the success of enterprises. An attractive and unique brand image can improve consumers' cognition and emotional connection to the brand, thus promoting consumers' purchase decision and brand loyalty. As an important part of brand image, color has a significant impact on brand cognition and emotional connection. Color can trigger consumers' psychological reaction, stimulate their emotional association, and affect their evaluation and attitude towards brands. Therefore, the purpose of this study is to explore how color drives brand cognition and emotional connection, and provide theoretical support and practical guidance for enterprises to shape their unique brand image.

### 1.1. Color and brand awareness

There is a close relationship between color and brand recognition. Brand recognition refers to consumers' recognition, memory and association of brands, which is an important part of brand image. As one of the key elements of brand image, color has an important influence on brand recognition.

#### 1.1.1. The basic characteristics and psychological effects of color

In color and brand recognition, the basic characteristics of color and psychological effects are

closely related. Color has three basic characteristics: hue, lightness and saturation. These characteristics will have an impact on people's psychology, thus affecting brand awareness.

Hue refers to the names of colors, such as red, blue and green. Different hues of colors will give people different psychological feelings. For example, red usually gives people a feeling of enthusiasm, vitality and celebration, while blue gives people a feeling of calmness, composure and trust. These different psychological feelings will affect consumers' cognition and attitude towards brands.

(1) Lightness

Brightness refers to the brightness of color, that is, the depth of color. Colors with high lightness give people a bright and brisk feeling, while colors with low lightness give people a dull and heavy feeling. This psychological feeling will also affect consumers' cognition and emotional response to the brand.

(2) Saturability

Saturation refers to the brightness of color, that is, the purity of color. The color with high saturation gives people a bright and lively feeling, while the color with low saturation gives people a soft and steady feeling. This kind of psychological feeling will also affect consumers' cognition and emotional response to the brand.

In addition, the psychological effect of color is also influenced by factors such as culture, region and personal experience. Different people may have different psychological feelings about the same color. Therefore, in brand communication, enterprises should fully consider the cultural background and personal experience of the target market, choose appropriate colors to create a unique brand image, and improve consumers' cognition and emotional response to the brand (Table 1).

Table 1: Color Emotion Correspondence Table

hue	Color perception
red	Enthusiasm, initiative, festival
yellow	Warm, happy, transparent and intelligent.
green	Quiet, peaceful and healthy.
blue	Reliability, strength, calmness and credibility
black	Deep, dark and modern

## 2. Color and brand recognition

There is a close relationship between color and brand recognition. Brand recognition is consumers' cognition and memory of brand, and it is an important part of brand image. As one of the key elements of brand image, color has an important influence on brand recognition.

First of all, color can improve the speed and accuracy of brand recognition. In the process of brand communication, color can be used as a visual symbol to help consumers identify and remember brands more quickly. For example, the golden M letter and red background of McDonald's have become the representatives of its brand image, enabling consumers to easily identify and remember the brand.

Secondly, color can stimulate consumers' emotional association and emotional response. Different colors have different psychological effects and can trigger different emotional reactions of consumers. For example, red is usually regarded as a symbol of enthusiasm, vitality and celebration, so many catering and entertainment brands choose to use red as their brand color, such as KFC and Pizza Hut. At the same time, some brands will also convey their unique brand image and values by using specific TINT.

Finally, color can affect consumers' evaluation and attitude towards brands. In brand

communication, the choice of color can affect consumers' perception, impression and emotional response to the brand. For example, warm colors such as red, orange and yellow can stimulate consumers' positive emotional response and make them feel good about the brand; And cool colors such as blue, gray and white may trigger negative emotional reactions of consumers and make them have a negative impression on the brand.

### 3. Color and brand association

There is also a close relationship between color and brand association. Brand association refers to all kinds of images, emotions and experiences related to the brand that consumers associate when they see the brand. As an important part of brand image, color can stimulate consumers' association and emotional response to the brand. Color can stimulate consumers' association and memory of brands. Different colors can trigger different emotional reactions and associations of consumers to brands, thus helping consumers to better remember and identify brands. For example, Coca-Cola's red bottle and iconic red background have become the representatives of its brand image, enabling consumers to easily associate and remember this brand (Fig 1). [1]



Figure 1: Visual effect of KFC meals

Color can affect consumers' emotional reactions and attitudes towards brands. Different colors have different psychological effects and can trigger different emotional reactions of consumers. At the same time, color can strengthen consumers' cognition and memory of the brand. In brand communication, the choice of color can affect consumers' perception, impression and emotional response to the brand. For example, warm colors such as red, orange and yellow can stimulate consumers' positive emotional response and make them feel good about the brand; And cool colors such as blue, gray and white may trigger negative emotional reactions of consumers and make them have a negative impression on the brand.

#### 3.1. The connection between color and emotion

There is a close relationship between color and emotional connection. Emotional connection refers to the emotional connection and dependence between consumers and brands, which is an important part of brand loyalty and consumer experience [2]. As one of the key elements of brand image, color has an important influence on emotional connection.

### 3.2. Emotional value and psychological reaction of color

The emotional value and psychological reaction of color are important relations between color and emotional connection. Different colors can trigger different emotional reactions and psychological associations of consumers, thus affecting their cognition and emotional connection to the brand. For example, red is usually regarded as a positive, enthusiastic and energetic color, which can stimulate people's feelings of enthusiasm. Therefore, many catering, entertainment and fashion brands choose to use red as their brand color to attract consumers' attention and stimulate their desire to buy (Figure 1) [3]. Yellow is usually regarded as a bright, happy and warm color, which can stimulate people's positive emotions and pleasure. Therefore, many children's products, food and beverage brands choose to use yellow as their brand color to attract consumers' attention and enhance their interest in buying (Figure 2). At the same time, yellow is also regarded as a color of vigilance and attention, so it is also widely used in brands in the fields of transportation, fire protection and medical care (Figure 2).



Figure 2: Children's clothing store decoration renderings

### 3.3. Color and consumer emotional connection

The relationship between color and consumer emotion is an important aspect in the study of color-driven brand cognition and emotional connection. As a way of nonverbal communication, color plays an important role in brand communication. It can trigger consumers' emotional reaction, stimulate their emotional association and establish emotional connection between consumers and brands.

Color can not only trigger the emotional reaction of consumers. Different colors can trigger different emotional reactions of consumers, such as warmth, coolness, excitement and calmness. These emotional reactions may come from the psychological effects of colors. For example, red is usually regarded as a symbol of enthusiasm, vitality and celebration, while blue is usually regarded as a symbol of calmness, trust and professionalism. When consumers see a certain color, it will trigger the corresponding emotional reaction, thus producing a specific emotional connection with the brand.

Color can also stimulate consumers' emotional associations. Color can not only trigger consumers' emotional reactions, but also stimulate their emotional associations. For example, seeing red may remind consumers of roses, love and romance, while seeing blue may remind consumers of the sky, ocean and freedom. These emotional associations further deepen the emotional connection between consumers and brands.

### **3.4. Color and consumer emotional identity**

There is a close relationship between color and consumers' emotional identity. Consumer's emotional identity refers to the emotional resonance and identity of consumers to the brand, which is an important part of brand loyalty and consumer experience. As one of the key elements of brand image, color has an important influence on consumers' emotional identity.

Color can arouse the emotional resonance of consumers. Different colors can trigger different emotional reactions and psychological associations of consumers, thus producing emotional resonance. For example, seeing red may make consumers feel excited, enthusiastic and energetic, while seeing blue may make consumers feel calm, trusting and stable. When the brand conveys information that resonates with consumers' emotions through colors, consumers will have a stronger emotional identity with the brand. Color can also enhance the emotional value of the brand. Color not only has aesthetic and decorative functions, but also can convey emotional value. Brand conveys its unique brand image and values by choosing colors with emotional value, and then establishes emotional connection with consumers. For example, some brands use bright colors to convey the spirit of vitality, positivity and innovation, thus enhancing the emotional value of the brand and attracting consumers' attention and love [4-5].

Color can improve consumers' evaluation and attitude towards brands. In brand communication, the choice of color can affect consumers' perception, impression and emotional response to the brand. By choosing appropriate TINT and brand image design, the brand can convey its unique brand values and image, and then improve consumers' evaluation and attitude towards the brand.

## **4. The application of color strategy in brand management**

The application of color strategy in brand management is very important. Successful color strategy can enhance the brand image and improve consumers' awareness and emotional recognition of the brand.

### **4.1. Color strategy and brand image building**

Color strategy plays a vital role in brand image building. As a visual element, color can directly convey brand information and values, and affect consumers' emotional response and brand recognition. Therefore, it is very important to adopt scientific color strategy for the successful shaping of brand image. Color strategy can not only help brands stand out in the fierce competition market, but also enhance their emotional value. In brand image design, the choice, combination and application of colors can affect the brand recognition and uniqueness. Through careful color planning, brands can form their own unique visual language, thus distinguishing them from other brands in the market. Color has emotional value, and different colors can trigger different emotional reactions of consumers [6]. For example, warm colors can stimulate consumers' enthusiasm and excitement, while cool colors may trigger consumers' calmness and calmness. By choosing colors that match the brand image, the brand can better establish emotional connection with consumers and enhance the emotional value of the brand.

### **4.2. Color strategy and brand differentiation**

Color strategy also plays an important role in brand differentiation. Every brand has its own unique brand image and positioning, and color is an indispensable part of brand image. Through color strategy, the brand can better convey its unique brand value and positioning, and distinguish it from other brands.

Color strategy can help brands to establish a unique brand image. Each brand has its own unique TINT and application. Through the selection and collocation of colors, brands can form their own unique visual language, thus distinguishing them from other brands. For example, luxury brands usually use noble and elegant TINT, such as black, white and gold, while sports brands prefer to use energetic and dynamic TINT, such as blue, green and orange [7-8].

Color strategy can help brands convey their unique brand values. Different colors have different psychological effects and emotional values. By choosing colors that are consistent with brand values, brands can better convey their unique values and ideas. For example, environmental protection brands can choose colors related to environmental protection such as green and blue to convey their environmental protection and healthy brand values.

## 5. Classic case study: Coca-Cola

Coca-Cola is a world-famous beverage brand, and its brand image is deeply rooted in the hearts of the people, among which the use of color is indispensable (Figure 3). By analyzing Coca-Cola's brand image and color strategy, we can understand how color drives brand cognition and emotional connection.

Red and vitality: Coca-Cola's iconic red bottle and background color are one of the most representative elements in its brand image. As a vibrant and enthusiastic color, red complements Coca-Cola's advertising slogan "Enjoy Happy Time". This color strategy helps Coca-Cola to form a positive and energetic brand image in the hearts of consumers (Figure 3).



Figure 3: Coca-Cola poster

Diversity and tolerance: Coca-Cola used diverse TINT in advertising and packaging design to show the brand's inclusiveness and vitality. For example, in the summer promotion activities, Coca-Cola adopted vibrant and fresh blue and green tones to emphasize the close relationship between the brand and young people and the pursuit of new things. This vivid color strategy enables Coca-Cola to adapt to different markets and consumer groups and expand the brand's influence [9-11].

Emotional connection: Coca-Cola's color strategy not only conveys the brand's values and image, but also establishes emotional connection with consumers. For example, during the Spring Festival, Coca-Cola's advertising and packaging design used traditional colors such as red and gold to emphasize the close relationship between the brand and China culture and the blessing to consumers. This emotional connection makes consumers have a good impression on the Coca-Cola brand, and enhances the brand's loyalty and awareness.

To sum up, the success of Coca-Cola benefits from its flexible and unique color strategy. By analyzing the case of Coca-Cola, we can see the important role of color in driving brand recognition and emotional connection. By choosing appropriate TINT and applying strategies, other brands can also learn from Coca-Cola's successful experience to enhance their brand image and market competitiveness.

## 6. Cases of enlightenment and reference

The case of Coca-Cola shows that choosing a unique and recognizable TINT is very important for shaping the brand image. Coca-Cola's red bottle and background color have been deeply rooted in people's hearts. This unique TINT enables consumers to easily identify and remember this brand. Other brands in shaping their own brand image, can also start from the color, choose a recognizable TINT, to enhance brand awareness and uniqueness [12].

Coca-Cola chose red as its iconic color because it symbolizes vitality, enthusiasm and positivity, which is consistent with the positioning and values of Coca-Cola brand. Other brands should also consider the brand positioning and values when formulating color strategies, and choose the TINT and application methods that are consistent with them.

Coca-Cola has used vivid color strategies in different markets and consumer groups to adapt to the changes in market demand. This strategy enables Coca-Cola to establish emotional ties with different consumer groups and expand the brand's influence. Other brands should also flexibly adjust their color strategies according to the changes of market demand and consumer groups, so as to realize the differentiated competition and emotional connection of brands.

Coca-Cola's color strategy not only conveys the image and values of the brand, but also establishes emotional connection with consumers, which makes consumers have a good impression on the Coca-Cola brand and enhances its loyalty and awareness. When making color strategies, other brands should also pay attention to the emotional connection with consumers, and choose TINT and its application methods that can arouse consumers' emotional resonance [13-15].

In a word, the use of color in Coca-Cola brand image provides us with valuable inspiration and reference. By choosing unique TINT, being consistent with brand positioning and values, flexibly adjusting color strategy and paying attention to emotional connection with consumers, other brands can enhance their brand image and market competitiveness.

## 7. Conclusion

Color plays an important role in brand recognition and emotional connection. As a visual element, color can directly convey brand information and values, and affect consumers' emotional response and brand recognition. Unique TINT and its application can help brands stand out in the fierce competition market. Through careful color planning and strategy, brands can form their own unique visual language, thus leaving a deep impression on consumers. Color plays an important role in brand recognition and emotional connection. Through scientific color strategy, brands can improve their recognition, emotional value, memory and recognition rate, thus gaining greater advantages in market competition.

## Acknowledgements

Anhui Provincial Department of Education university scientific research project (No.2022AH040359).

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