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Analyzing Brand Color Utilizing Traits and Emotions of Colors Focused on the Top-20 Soft Drink Brands in Korea

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ABSTRACT

This paper examines the correlation between color psychology and the success of Korean soft drink brands by analyzing case studies and conducting research. Through this analysis, the paper identifies general trends and principles in the application of color to brand image.

The article is divided into three sections. The first section provides definitions of key concepts involved in the analysis. The second section explores the relationship between color and brand image, providing examples of how color is used in product packaging. The third section concludes by summarizing the crucial role that color plays in shaping brand image and culture.

literature investigation and analysis to comprehend customer purchasing patterns. Additionally, the study analyzes the impact of exceptional product packaging designs on sales, employing cultural code analysis. Results show that unique and interesting packaging designs capture users' attention, which, in the long term, results in a unique cultural code that instantly identifies such products.

KEYWORDS

Color psychology, color, brand culture, brand image, product packaging.

INTRODUCTION

According to a study by (Lynstorm, 2005), 83% of people use their sight as the primary means of obtaining information. (Gob'e, 2001) similarly emphasized the preeminence of vision in human perception. Because humans respond directly to colors and shapes, designers employ color characteristics to enhance brand recognition¹ in the visual memory of consumers (Perry and Wilson, 2003). Colors contain information that can trigger a unique reaction between the central nervous system and the cerebral cortex. In the 1980s, the seven-second color marketing² theory emerged in Europe, postulating that consumers form first impressions of a product's visual identity within 0.67 seconds. During the purchasing process, 67% of initial impressions result from color. It is crucial for individuals to remember and recognize a product's color and shape within seven seconds. According to (Jun'ichi, 1994), 62% of people who see a three-second advertisement can remember the product's brand based on its color. Igloo³, a company that produces products such as coolers, employed color consultants to design their color scheme and subsequently increased sales by 15% (Lane, 1991).

Based on a 2007 study by Loyola University⁴, using color to convey essential information can enhance attention by 82% and brand awareness by 80%. Colors can also establish a positive image, as 83% of enterprises believe that brand labels with the appropriate color scheme can lead to business success. (Grossman and Wisenblit, 1999) have noted that the exploration of color in the market sector is still in its early days, particularly when examining color's impact on corporate brand image and appeal. (Keller and Lehmann, 2006) have identified potential research concerns involving brand experience, corporate image, and reputation, with particular attention paid to the sensory experience (including sensory perception) and visual effects. Carelessness in employing color attributes could lead to the dissemination of incorrect messages at the

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- 1 Brand recognition refers to consumers' awareness of a brand, which develops over time as they receive brand messaging and engage with brand products and services.
 - 2 In just seven seconds, our perception of a person or product can leave a lasting impression in the form of colors.
 - 3 Founded in 1947 in the United States, IGLOO is the world's first manufacturer of coolers and the most well-known brand in the refrigerator industry, leading the global market share.
 - 4 Loyola University Chicago is a top private research university located in Chicago, Illinois, USA.

enterprise level.

The use of color in artistic creation is typically categorized as color mixing, resetting, juxtaposition, techniques. Depending on the technique used, such as addition mixing, and neutral mixing, resulting in a color. It comprises two types (plates⁵) and spatial mix. These are essential tools for ba



lication of color mixing. Addition mixing, subtraction mixing, belongs to the color lightness of the blended hues. It is with Newtonian color and harmony of colors

Figure 1. Newtonian color plates

RESEARCH SOURCES AND RESEARCH METHODS

This study utilizes a case analysis to focus on the impact of the dominant colors in brand identity. Our findings suggest that the color selection significantly impacts a brand's message and how customers perceive it, consequently influencing a brand's image in consumers' minds. The objective of this study is to evaluate whether the correct color can successfully communicate the brand's identity and establish a unique and impactful brand identity, based on existing case studies.

Symbols⁶ represent brand recognition, identity, and associated visual identities. Among most participants, red and yellow are impressive, while black and white are unusual. Authoritative color palettes can stimulate consumers' brand awareness and shape their brand image. The authoritative palette is difficult to imitate and fosters trust and evaluation of the brand. Studies indicate that blue and black connote reliability, while red is popular among participants. Different colors may have vastly different meanings for the brand.

This study applies the case study method, and based on the analysis purpose, selects representative events as the research objects; comprehensively collects relevant data about the selected objects, including direct and indirect data. Systematically organize the collected data, classify them according to the proj-

5 In 1666, British scientist Newton discovered that when sunlight is refracted through a prism and projected onto a white screen, it displays a beautiful spectrum of rainbow-like colors, beginning with red and followed by orange, yellow, green, blue, indigo, and violet.

6 Semiotics studies the essence of symbols, the laws of their evolution and change, their multifaceted meanings, and their relationships with various human activities.

ect and content of the analysis. Analyze and study the required content (such as characteristics, attributes, relationships, etc.) in detail. Synthesize all analysis results and explore systematic understanding that reflects the overall laws and regulations.

The case study method is a method with the concrete case as the basic analysis unit, and through a deep analysis of the case, problems can be discovered, solved, and conclusions can be drawn. Its characteristics include concreteness, objectivity, comprehensiveness, and inspiration. Concreteness refers to the case study method with a concrete case as the analysis object, objectivity refers to the objectivity of the case, comprehensiveness refers to the need to comprehensively apply various knowledge and methods in case analysis, and inspiration refers to the case study method that can inspire thinking and creativity.

When applying the case study method, the following points should be noted: firstly, choose a suitable case to ensure that it is representative and objective; secondly, collect sufficient information, including case background, relevant data, interviews with relevant personnel, and so on; thirdly, adopt appropriate analysis methods, such as SWOT analysis, PEST analysis, etc.; finally, draw conclusions and make recommendations to provide decision-making basis for enterprises or other organizations.

COLOR PSYCHOLOGY: HOW COLORS INFLUENCE CONSUMER'S PURCHASING DECISIONS

Color plays an extremely important role in consumers' purchase decisions, as the vast majority of consumers consider color when making purchasing decisions. According to research firm KISSMetrics⁷: 93% of consumers consider color and appearance when making purchase decisions. 85% of consumers say that color is a primary factor in their buying decisions. 66% of consumers say they won't buy a product unless it is available in a color they like. If colors are well-matched, brand recognition can increase by 80%, meaning that color can improve brand recognition by 80%. Color ads in magazines get 26% more attention than black-and-white text ads.

In summary, more than 90% of purchasing decisions are influenced by visual factors, and 90% of consumers make purchasing decisions based on a product's color preference after 90 seconds.

The top five colors used by popular brands are blue, black, red, yellow, and orange. Of course, these different colors often represent different meanings and

7 Kissmetrics is a SaaS firm offering CRM and marketing analysis for enterprises.

symbols.

Blue is the most popular among men and can improve brand credibility. Most internet brand logos are blue and can demonstrate a sense of trust and safety. Black is elegant and luxurious, and is generally used in luxury brand logos. Red brings a sense of urgency and excitement, conveying passion and energy. It instantly attracts attention and can be used to attract impulsive shoppers. Yellow gives a sense of happiness and optimism, stimulates the logical center of the brain, encourages communication. Social media apps often use yellow, but it is not usually used as a website background color. Orange brings excitement and can encourage action, representing trust, warmth, and friendliness. Many e-commerce apps use orange logos.

Different colors also elicit different responses from consumers. Green is suitable for economical and rational consumers, while orange and red are more suitable for impulsive female consumers. Blue is suitable for mature male consumers, and black is almost exclusively for wealthy individuals.

If a company wants to stimulate purchasing, it would not choose colors such as pink, gray, and brown, as they do not stimulate consumers' desire to buy. Overall, there are three types of consumers, each of whom is most touched by a particular color:

1. Impulsive buyers - red, orange
2. Frugal buyers - green
3. Traditional buyers - blue, orange and black

From this color information, businesses can combine a set of colors that not only suits their own brand but also stimulates consumer purchasing desires, thus completing the initial setup of color marketing. Brands typically categorize their colors into three distinct categories:

1. Primary Brand Color (also referred to as the Main or Dominant Brand Color)

- Typically consists of a singular color.

- It holds the most visual weight and serves as a fundamental representation of the brand.

2. Secondary Brand Color (aka Minor Colors)

- Often encompass one or multiple colors.

- They play a supporting role in conveying brand emotions and assist the primary brand color in messaging.

3. Accent Color

- Used to highlight essential information or specific elements.

- It holds the least visual weight and occupies the smallest space on the brand's surface.

Symbols represent brand recognition, identity, and associated visual identities. Among most participants, red and yellow are impressive, while black and white are unusual. Authoritative color palettes can stimulate consumers' brand awareness and shape their brand image. The authoritative palette is difficult to imitate and fosters trust and evaluation of the brand. Studies indicate that blue and black connote reliability, while red is popular among participants. Different colors may have vastly different meanings for the brand.

Color, styling, texture, and exercise make up the entire image of dynamic marks, of which colors play an important role in the promotion of brand concepts, quality positioning, and the emotional needs of local audiences and consumers.

Therefore, color design is in its first stage. On the one hand, an in-depth and detailed analysis of the brand's ideology, positioning, potential consumers, viewers, and users is needed, and on the other hand, evaluation and comparison and selection are needed in many ways, including color visual psychology, color cold and cold emotions, color metaphors and symbols. Choose reasonable, accurate, beautiful and vivid colors to create the brand.

For the color design of brand images, a single color system is typically used, i.e., a specific color as the primary color and a different secondary color as the matching. Not only can this color design method effectively integrate brand image recognition, but it can also facilitate future extended applications and facilitate visual memory for viewers. According to relevant data, colors can increase brand awareness by 80%, and changing colors can increase the added value of products by 15 to 30%. Implemented in all industries.

CHANGING THE COLOR OF A PRODUCT CAN AFFECT ITS CONCEPT

Coca-Cola⁸, a world-renowned beverage, continuously improves its bottle design. When Coca-Cola was first introduced in 1886, its bottle shape was a plain glass bottle in the same design as other beverage bottles, without any uniqueness or appeal. It was difficult to differentiate it from other drinks without reading the label, which posed a great inconvenience to its sales. The classic

8 On May 8, 1886, Coca-Cola was born in Atlanta, Georgia, USA, and since then has been intertwined with social development, inspiring innovation, and even co-sponsored the renowned Emory University.

Coca-Cola glass bottle and was selected as the standard bottle for the



Dean in 1915 the standard

Figure 2. Contour bottle,

The rise of the aluminum can was a leap forward in beverage packaging history, introducing a more humane concept. Product packaging designers could print all the product information on the Coca-Cola can, increasing the amount of information embedded in the product. People also enjoyed putting these small cans in their hands. The design on the can was very exquisite, more vivid and lively. The logo was directly engraved on the glass bottle, and more likely to attract attention.

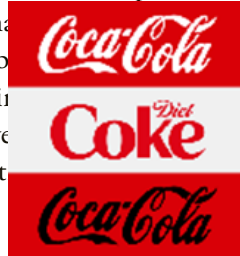


Figure 3. Coca-Cola logo

With the growing concern for health and environmental style, Coca-Cola broke through the traditional glass bottle, which had been used for decades, and started dressing it in a healthy, environmentally friendly life-style. The packaging is 100% recyclable. It is currently



environmentally-friendly life-style. The new white packaging, called “Coca-Cola Life¹⁰,” has fewer calories than regular cola, and for that reason, it uses natural sweeteners. The packaging is 100% recyclable. It is currently

Figure 4. Coca-Cola Life

A mere change in color creates a brand new concept for Coca-Cola, triggering consumers’ association of Coca-Cola with healthy drinks.

-
- 9 The Coca-Cola classic glass bottle (contour bottle) was designed by Earl R. Dean in 1915, inspired by cocoa bean pods.
 - 10 A 600-milliliter serving contains 108 calories, below the 250 calories of traditional cola.
 - 11 Stevia, also known as steviol glycoside with chemical formula C₃₈H₆₀O₁₈, Originally from Paraguay and Brazil, it is known for its high sweetness and low calorie content, being 200-300 times sweeter than sugar and having a caloric value only 1/300th of sugar.
 - 12 The plant bottle, a breakthrough innovation by Coca-Cola, aims to change the world’s perception of plastic bottles.

TOP-20 SOFT DRINK BRANDS IN KOREA

As of September 2023, the top 20 soft drink products on South Korea’s largest search engine Naver’s¹³ sales ranking have been referenced for flexible utilization in upgrading product packaging colors. The first place beverage is Coca-Cola, utilizing its iconic red color. Other well-known brand drinks on the ranking, such as Lotte Sevens, Milkis, Tropicana Sparkling¹⁴, have heavily utilized blue, green, and yellow, which belong to cool and neutral colors. Blue, green, cyan, and purple are colors that evoke coolness, depth, calmness, and tranquility; applying them in beverages can provide a mild and thirst-quenching sensation. Meanwhile, yellow, a neutral color, is predominantly found in fruits that give a refreshing and healthy impression to consumers, fostering their purchasing desire.

				
Top1	Top2	Top3	Top4	Top5
				
Top6	Top7	Top8	Top9	Top10
				
Top11	Top12	Top13	Top14	Top15
				
Top16	Top17	Top18	Top19	Top20

Figure 5. Popular drink rank from Naver shopping website, Korea

13 NAVER is the parent company of the well-known social media app LINE and is the world’s fifth largest search engine website, following only Google, Yahoo, Baidu, and Bing.
 14 Both of these sensations are present in Lotte Seven’s drink brands.

Beverage packaging needs to be based on the positioning of the product, and color application should also match it. Only by combining color with the product can it truly attract consumers and open the market.

The application of color should be based on the type of beverage and its characteristics. The color properties in beverage packaging design refer to the tendency or attribute colors of various types of beverage products. Especially for the same type of product, when there are different flavors or properties, it is often necessary to distinguish them with color. The attribute color, composition, and expression methods will together constitute the characteristic features of the product. The image colors of different products that people acquire from life experience and memory form the imageability of color, which directly affects consumers' judgment of product content. Therefore, grasping the imageability of color is very important in beverage packaging design.

The feature of different beverages can be expressed by using color coordination and harmony. The color tone in beverage packaging design refers to the overall tendency of the color in beverage packaging. When applying color to each type of beverage packaging, it is necessary to find the product's own positioning and identify its own color characteristics. There should not be too many types of colors, and it should not be too monotonous. Overusing the colors will weaken their perceptibility, reduce the information conveyed by the packaging, and create no theme or novelty. Therefore, when dealing with packaging design colors, one color or several similar colors should be the main colors to form a unified color tone. This enables consumers to form a unified visual impression of the packaging color at a certain distance, directly attracting their attention. Symbolic color¹⁵ can trigger emotional activities, create consumer motivation, and promote purchasing behavior.

The contrast and harmony of colors in beverage packaging are interdependent. Without either, it is impossible to create color beauty. Only contrast without harmony will create a disorderly and confusing color layout, and only harmony without contrast will produce a boring and dull combination of colors. Harmony comes from contrast and harmony. If the color is too uniform, it will create a single and boring composition. Therefore, seeking changes through uniformity is often the breakthrough point in beverage packaging design color. When selecting colors, it is possible to choose colors based on the different characteristics of different types of beverages and use the coordination and harmony

15 Symbolism of colors is a concept and consensus formed by people's long-term perception, understanding, and use of colors.

between colors to highlight the focus and showcase the features of different types of beverages. When the main color, auxiliary color, and background color are interwoven and coordinated, they can create a more tense and expressive packaging design.

Different beverages require different color schemes, while maintaining color consistency. Color consistency in packaging design is essential in maximizing product empathy, highlighting the unique features of different types of beverages. This color consistency can also be used to enhance overall design tension by changing the color area, creating better visual impact and visual effects.

Design applications should be based on the psychological preferences of the different beverage consumer groups. With hundreds of beverage options available in today's market, standing out requires appealing to the consumer. Packaging design is crucial in attracting consumers, as it is the most important attribute of the product. Therefore, beverage packaging must be based on the market and designed according to consumer preferences to stimulate their desire to purchase. For children's drinks, cartoon elements should be added and high-purity colors such as red and orange should be used. For functional drinks, colors that can stimulate excitement and strong resonance, such as bright red and bright yellow, should be selected. For tea beverages packaging design, low transparency, calm and elegant colors, such as light green and light yellow, should be chosen.

Great color schemes can silently convey emotions, resonate with people, and stimulate their purchasing desires. Therefore, designers should use people's emotional attachment to color to create designs that directly touch people's hearts. Furthermore, it is important to note that different regions have different emotional attachments to colors due to historical origins and customs. Therefore, when designing packaging for different beverages, regional characteristics should also be taken into consideration. For example, in Indonesia, yellow is highly regarded as a healthy, noble, and beautiful color, so designers can incorporate yellow into the packaging design to appeal to Indonesian consumers.

BRAND COLOR OPTIONS

Colors, much like music, enhance the aesthetics of the world. Our first decision each day is selecting clothes based on their color scheme. When choosing a meal, fruit, or beverage, we often consider their chromatic properties. A monochrome world is unacceptable, and one of nature's most stunning features is the blending of colors, resulting in unique hues. While our eyes can differentiate up

to 16 million colors, contrasting shades can only be visually distinguished when viewed in physical media. To find alternative hues or color variations, using a color guide like Pantone¹⁶ is imperative.

If color is a critical element in our daily lives, why is it not given more weight in defining a brand? The color scheme is as vital as the company logo, store design, or font selection. Therefore, it's crucial to invest time in making the right decisions. Choosing the right colors for a brand is not only based on aesthetic standards but also other variables, such as how colors help identify a brand, reflect its concepts, and differentiate it from competitors. Additionally, colors should evoke emotions or expectations, enabling customers or viewers to connect with and appreciate a product or service. When deciding on a company's color scheme, several criteria need to be considered:

Differentiation: During the research phase, analyzing competitors or benchmarks is critical to identify individual and collective competition. Based on this analysis, we can decide whether to utilize a unique palette or a similar color scheme related to our industry to gain a competitive edge.

Demand: Consider whether an extensive graphic palette is necessary for companies that offer a broad range of services or vertical industries or if a central color should be utilized to convey simplicity.

Expressiveness: Colors convey different emotions, so we need to be careful of their versatility. For example, red can express joy and energy, but it can also communicate danger. It's also essential to consider cultural factors because certain colors have different meanings depending on the region.

Practicality: Avoid impulsive decisions and be mindful of where the brand will be used and the required applications and materials. Some colors may look good on digital platforms but pose challenges when printing.

Aesthetics: All of the preceding factors must be considered. Still, we should not ignore aesthetic and harmony standards when selecting colors. Aesthetics alone should not be the sole determining factor, as we use visual perception to communicate the values of the brand. Nonetheless, we recommend choosing a minimum of five colors per brand. These include primary colors representing the brand, secondary colors harmonizing or complementing the primary colors, bright and dark colors suitable for dark applications, and neutral and dark colors for bright applications. Additionally, almost every brand

16 Pantone offers a universal language of color, helping brands and manufacturers make key color decisions at every stage of their workflow. The Pantone Color Standard provides digital and physical color specifications, as well as workflow tools.

has a negative color scheme and is designed with a single color ink and grayscale to give it versatility.

CONCLUSIONS

The color scheme of packaging is crucial in brand strategy as it conveys the product's quality and plays a role in attracting consumers. Colors make a deep impression on consumers and encourage them to make purchases. It is essential for designers to be proficient in using color to convey a brand's ideology, corporate culture, and intrinsic value.

It is crucial to understand and apply color psychology, which is the scientific investigation of how humans respond to different colors and their combinations, taking into account their impact on behavior, emotions, and cultural variations. In color psychology, the essence of each color can be perceived. For example, yellow is associated with happiness. Brands such as IKEA, McDonald's, Mailchimp¹⁷, and Snapchat¹⁸ have all chosen yellow to epitomize their values. It conveys optimism, trust, originality, and creativity.

However, yellow has also been associated with anxiety, depression, and fear. Green symbolizes nature, ecology, and the environment, as well as growth, prosperity, and childbirth. It can also represent materialism, possession, or jealousy. Brands that aim to associate themselves with environmental or ecological consciousness often choose green, as seen by Greenpeace, BP¹⁹, Starbucks, as well as technology companies such as Impression Note and Android. Red is associated with strength, passion, desire, and energy; however, it can also symbolize war, aggression, speed, danger, and prohibition. Many racing and motorcycle brands such as Honda, Ducati, and Ferrari use red to denote speed, while others like Red Bull, Nintendo, Netflix, and Coca-Cola use red for its symbolic associations. Blue conveys seriousness, faith, relaxation, and cleanli-

17 Initially, MailChimp was a small web development company that created websites for clients. However, some clients needed an email sender, so MailChimp developed a simple email marketing tool for them. The creators of MailChimp had the idea to make the software user-friendly for clients with limited computer skills, and thus named it "MailChimp," meaning it was so simple even a chimpanzee could use it.

18 Snapchat is a photo sharing app developed by Stanford students that allows users to take photos, record videos, add text and drawings, and send them to friends with a "disappearing" feature.

19 BP is one of the world's largest oil and petrochemical companies, formed by the integration of several companies including BP, Amoco, ARCO, and Castrol.

ness, and is commonly used in banking, particularly in general commerce. It can also be perceived as predictable, sad, cold, and unfriendly. Brands such as Unilever, Pfizer, PayPal, Intel, SAP, and technology companies such as Facebook and Twitter believe that blue aligns with their values. Black is an elegant, mysterious, and sophisticated color. Technically, black is not a color, but rather the absence of color. It is a mysterious and intense color that can also represent sadness, violence, and death. Thus, it should be used cautiously. Black is used by high-end fashion brands such as Ray-Ban, Chanel, Hugo Boss, Zara, and automobile companies like Apple, Tesla, and Mercedes. White is associated with cleanliness, purity, and perfection. It can also evoke feelings of loneliness and emptiness, but in some cultures, white is associated with mourning. Few brands choose white as their primary color because it limits the possibility of variations and necessitates the use of dark formats.

However, all brands should have at least a white version. Brands like Apple use white for their branding strategies, packaging, websites, etc. Monochromatic solutions emphasize a particular personality trait, which helps the brand's meaning. This is the perfect option for minimalist brands. It strives to use one color, but it can also involve another color that is similar or harmonious. This combination must use adjacent colors on the color wheel since they have similar emotional implications and are not overly contrasting or rich in appearance. Complementary colors are colors that are on opposite ends of the color wheel, providing dynamic visual effects. Many brands have chosen color combinations that could lead to the overuse of the same color. The three-way group extracts three different parts of the color wheel in a triangular form, providing a rich visual effect, although all three colors can confuse some people about your brand's primary color. The four-color combination is evenly distributed in a cross shape on the color wheel, with one primary color and the other three as complementary colors that are bolder and more effective. It is more challenging to balance when considering the quantity of colors, such as the combination of three colors. In addition, neutral colors, such as white, black, gray²⁰, beige, and brown, can be added to these formulas. They are not included in the color wheel, but they can create a brand.

The study proposes a conceptual model to analyze the relationship between

20 Monochrome refers to white, black, and varying shades of gray. As the black and white within the monochrome series only differ in brightness, they are also known as extreme colors. From a physical standpoint, the monochrome series is not included within the visible spectrum of light, thus it cannot be considered a color.

color, sbrand identity, corporate identity, and corporate brands, using honeycomb models to link them to identify brand characteristics, customer/brand relationships, and corporate image.

The results indicate that color plays a pivotal role in brand building, affecting both consumer and corporate identity, and that the appropriate use of color can improve consumer purchasing behavior, positive consumer evaluation of emotions, and corporate image.

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