“COLOUR SCHEMES USED BY BUSINESSES AND ITS IMPACT ON CONSUMERS”

AROOJ HAMID

111022-008

A research project submitted in partial fulfilment of the requirement for the degree of BBA.

Department of Management Sciences

Bahria Institute of Management and Computer Sciences

Islamabad

(2006)

ABSTRACT

The importance of color for any marketer can not be denied. Marketers use colors to give products a ‘personality’, enhance the features, grab attention of the consumers, to make sure the legibility of text on the packaging, etc . However, in Pakistan very little research has been carried out relating to this subject. We are unaware of the affect colors have on Pakistani market or simply how consumers perceive certain colors of packaging or corporate logos. Intense competition among businesses means that even marginal increases in sales due to color preferences among products can have commercial significance.

Using a reliable questionnaire this research paper investigates perception of colors that are used by SHELL and CALTEX. Also the corporate color preferences, whether color plays a role in enhancing brand loyalty, and whether colors really have an impact on consumer’s decisions.

From the results the researcher concluded that corporate color of SHELL is preferred over that of CALTEX, large population being of Females. Females are more loyal to SHELL than CALTEX. The findings also show that blue and black colors are perceived to be attention grabbing, presenting a high quality and expensive image. Other colors such as Silver is perceived to be a high-tech color while grey as a low-tech and boring color. Some people consider color as an important factor in their decisions. These consumers should be targeted and kept in mind while making color decisions of products, logos etc.

TABLE OF CONTENTS **PAGE**

Certificate of approval i

Abstract ii

CHAPTER 1. INTRODUCTION 1

Broad problem area 1

Rational of the study 5

Problem statement 6

Objectives of the study 6

Limitations 6

Definition of terms 7

CHAPTER 2. LITERATURE REVIEW 9

CHAPTER 3. METHODOLOGY 30

Sample 30

Analytical Tools 31

Sampling 31

Procedure 32

CHAPTER 4. RESULTS AND DISCUSSIONS 33

CHAPTER 5. CONCLUSION AND RECOMMENDATIONS 52

BIBLOGRAPHY 56

APPENDIX 59

CHAPTER 1

INTRODUCTION

Broad Problem Area

Colors play an important role in our daily lives and have a certain affect on us. People use colors to express themselves and their emotions, to adapt to weather conditions (e.g., dark colors are used in winter to absorb the heat better, while light colors are used in the summer to stay fresh), and also to help themselves feel confident with their bodies and appearances. Color is a sensation, just like touch. And the colors we see are purely subjective, as interpreted by our visual system and our brain. The right color can communicate meaning and please the eye, whereas the wrong colors can be very unpleasant, and even unsettling.

The importance of color for any marketer can not be denied. Marketers use colors to give products a ‘personality’, enhance the features, grab attention of the consumers, to make sure the legibility of text on the packaging, etc . However, in Pakistan very little research has been carried out relating to this subject. We are unaware of the affect colors have on Pakistani market or simply how consumers perceive certain colors of packaging or corporate logos.

Colors primarily serve these functions for businesses:-

- Increase brand awareness
- Enhance brand loyalty
- Cause product purchase (eventually)

CALTEX oil (Pakistan) ltd and SHELL petroleum have been selected for this research paper primarily because of their prominent color schemes.

Shell

The Shell brand name enjoys a 100-year history in this part of the world, dating back to 1899 when Asiatic Petroleum, the far eastern marketing arm of two companies: Shell Transport Company and Royal Dutch Petroleum Company began importing kerosene oil from Azerbaijan into the subcontinent.

Royal Dutch Shell plc entered in Indo- Pakistan subcontinent in 1903. In 1928, Royal Dutch Shell plc and the Burmah Oil Company Limited in India were merged and Burmah Shell Oil Storage & Distribution company of India was born. After the independence of Pakistan in 1947, the name was changed to Burmah Shell Oil Distribution Company of Pakistan. In 1970, Pakistani investors had 51% of the shareholding, the name changed to Pakistan Burmah Shell (PBS) Limited. In February of 1993, the Burmah divested from PBS, and Shell Petroleum took over. From then Shell Pakistan Ltd is successfully operating.

Shell petroleum is a multinational company based in USA. They are best known to the public for their service stations and for exploring and producing oil and gas on land and at sea. They operate in over 140 countries and territories and employ more than 112,000 people

For more than 100 years the word ‘Shell’, their “logo” and their distinctive red and yellow colors have identified the Shell brand and promoted their corporate reputation. They believe that their symbols stand out not only for the quality of their products and services, but also as very visible representations of their professionalism and values globally.

The exact origin of the Shell red and yellow is hard to define. In 1915, when the Shell Company of California first built service stations, they had to compete against other companies. Bright colors were the solution, but colors that would not offend the Californians. Because of the state's strong Spanish connections, the red and yellow of Spain were chosen.

As with the logo, the actual colors have been modified over the years, most notably in 1995 when a bright, fresh and very consumer friendly new Shell Red and Shell Yellow were introduced to launch Shell's new retail visual identity.

SHELL initially got its recognition in the market because of the bright color scheme used in its logo. It's Red and Yellow colors are very prominent and got noticed by the public. Red and yellow are warm colors suited to the nature of the product. The colors are clearly visible from far distance and this is one of the reasons why people are lead towards their retail outlet or site. Their color scheme is widely used in all their advertising campaigns and various other promotional activities. Very commonly their color scheme is seen on the uniforms of the sales staff, packaging, the transportations on the road etc. People in the rural areas of Pakistan recognize their products more by the color of the packaging rather than the names. Color scheme of SHELL is standard and does not differ on regional factor. The colors are therefore set internationally, considering the market as a global market.

CALTEX

CALTEX was created in 1936 as a joint venture between Chevron Corporation and Texaco, Inc, USA with each owning 50 percent. It has been operating in the sub-continent since 1938 and established its subsidiary CALTEX Oil (Pakistan) Limited in 1947. It has expanded across the Asia Pacific, Middle East and Africa. It operates in more than 60 countries across Asia Pacific, the Middle East and Africa. In 1999, CALTEX moved their operating headquarters to Singapore from the US.

When parent companies Chevron and Texaco merged in 2001, the company became part of Chevron Texaco AMEA (Asia/Middle East/Africa) products. This ensured that CALTEX and the CALTEX star remained the flagship brand of the new super major energy company in these regions.

Singapore continues to be the headquarters of the CALTEX brand, where all brand and marketing initiatives and strategies are developed and introduced to its operating regions.

The color scheme of CALTEX was specifically chosen to cater to Asian, Middle East and African markets. This unique color combination was set for the purpose of giving CALTEX its own identity. The color ‘Sea green’ was chosen merely for the fact that initially the main route for their traveling and transporting was by ‘SEA’. The Ocean color being sea-green captured their attention and was selected for their corporate identity. The Red color in the corporate logo is due to the fact that the company is American based and the red color is present in the American Flag, which to some extent symbolize their patriotism. Red is also considered to be very prominent and a visible color which is why they found it very appropriate to keep.

CALTEX came forth with a unique color scheme in the market. Sea green was relatively a new color but was over all appreciated. The color scheme was noticeable, and has now become their identity. Very commonly their color schemes are seen in the uniforms of the sales staff, packaging, their transportation on the road etc. Their color scheme just like SHELL is also set standard globally and does not differ on regional factors.

Rational of the Study

Importance of proposed work

SHELL and CALTEX can use this research paper to their advantage, especially when introducing a new product in Pakistani market. When creating or changing color schemes for their products they can keep in view the color preferences and perceptions of the consumers and suggest it to their marketing head departments. Who can consult before giving colors to the packaging of a new product (particularly if the product is targeted for Pakistani consumers, e.g. CNG).Identifying trends on how colors are perceived by consumers would prove to be very beneficial for both the companies.

Objective of the study

The purpose of this research paper is to investigate how color schemes used by SHELL and CALTEX are perceived by consumers. What colors should be used in the market to attract consumers and which should have a minimum use. Whether corporate colors have served the purpose of enhancing brand loyalty as well as caused brand awareness.

Problem Statement

Q. Do colors help in increasing brand awareness? (Descriptive)

Q. How consumers in Pakistan perceive the various colors used by SHELL and CALTEX? (Descriptive)

Q. Do colors play a role in enhancing brand loyalty? (Descriptive)

Limitations

1) ‘Time’ was the first constraint that the Researcher had while conducting the research.
2) Limited area for carrying out the research. The segment only included people from Rawalpindi and Islamabad.
3) Professionals could not give proper time because of their busy routine.
4) Non-serious attitude of students while filling up the questionnaire.

Definition of the terms

Brand:

A brand is an identity - sometimes linked to a specific product - created by a company designed to be instantly recognizable to consumers. Its fundamental purpose is to ensure that consumers always seek the brand-owner's products or services in preference to those of its competitors. Branding is created with words, logos, graphics and other marketing communications tools and can be a very complex process.

Brand awareness:

The likelihood that a particular brand will be thought of and recognized (favorably) when consumers think of the product category in which the brand operates.

Brand image:

The total impression of a brand in an individual's mind: what it does for them and what it means to them.

Brand Loyalty:

A consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category. Or the degree to which a consumer consistently purchases the same brand within a product class.

Corporate Identity:

The visible elements (name, logotypes, symbols, signs, letterhead, packaging, business cards, etc.) used to identify a company. A corporate identity ensures that an organization is instantly recognized from its vehicles, offices, letters and literature, staff uniforms or advertising. The creation of a corporate identity involves selecting uniform colors, logo, typefaces and strap lines and applying these in a consistent manner in every medium.

Logo:

A unique designed graphic element used to identify a company; also known as a mark or symbol.

Target Market:

Target Market is a defined segment of the market that is the strategic focus of a business or a marketing plan. Normally the members of this segment possess common characteristics and a relative high propensity to purchase a particular product or service. Because of this, the member of the target market segment represents the greatest potential for sales volume and frequency. The target market is often defined in terms of geographic, demographic, and psychographic characteristics.

CHAPTER 2

LITERATURE REVIEW

RED

Red is the hottest of all colors, and as such, represents all things intense and passionate. Heat and fire, speed and zest, blood and excitement, competition and aggression, are all feelings and imagery evoked by the color red. It can be an irritating, restless color. Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love. In advertising, red is often used to evoke erotic feelings (red lips, red nails, red-light districts, 'Lady in Red', etc). Red is widely used to indicate danger (high voltage signs, traffic lights). Light red represents joy, sexuality, passion, sensitivity, and love. Dark red is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath. Studies show that red can have a physical effect, increasing the rate of respiration and raising blood pressure. Red is used to grab attention and to get people to take action. Red is power, hence the red 'power tie' and the 'red carpet' for celebrities and VIPs (very important people). Red is the color of happiness and prosperity in China and is often used to attract good luck. It is often the color worn by brides in the East. In some cultures; red denotes purity, joy, and celebration. (logosharx.com)

Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure. It has very high visibility, which is why stop signs,

stoplights, and fire equipment are usually painted red. In heraldry, red is used to indicate courage. It is a color found in many national flags. (Uniques-unlimited.com)

o Has been known to escalate the body's metabolism

o Often associated with vibrancy, passion, energy, vitality and power

o Widely considered to be the most exciting color

o In design, red is the attention grabber. It is considered the hottest color with the highest impact for attention and action. It has a strong masculine appeal. (Nadia Clayton, 1992)

YELLOW

Yellow is the color of sunshine and so with yellow comes optimism, happiness, idealism, and imagination. It can be an unsettling color though. Yellow is very effective for attracting attention. Men usually perceive yellow as a very lighthearted, 'childish' color, so it is not recommended to use yellow when selling prestigious, expensive products to men - nobody will buy a yellow business suit or a yellow Mercedes. Yellow is an unstable and spontaneous color. Light yellow tends to disappear into white, so it usually needs a dark color to highlight it. Shades of yellow are visually unappealing because they loose cheerfulness and become dingy. Dull (dingy) yellow represents caution, decay, sickness, and jealousy. Light yellow is associated with intellect, freshness, and joy. Yellow is sunshine. It is a warm color that, like red, has conflicting symbolism. On the one hand it denotes happiness and joy but on the other hand it's the color of cowardice and deceit. For

years yellow ribbons were worn as a sign of hope as women waited from their men to come marching home from war. Today, they are still used to welcome home loved ones. Because of the high visibility of bright yellow, it is often used for hazard signs and some emergency vehicles. (logosharx.com)

Yellow is the color of sunshine. It's associated with joy, happiness, Intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Yellow is often associated with food. Bright, pure yellow is an attention getter, which is the reason taxicabs are painted this colour. When overused, yellow may have a disturbing effect; it is known that babies cry more in yellow rooms. Yellow is seen before other colors when placed against black; this combination is often used to issue a warning. In heraldry, yellow indicates honor and loyalty. Later the meaning of yellow was connected with cowardice. (Uniques-unlimited.com)

O Associated with cheerfulness

O In design, lighter shades of yellow can promote feelings of relaxation, but dark yellows can overpower an image.

O In natural therapies, yellow is the color of intellect and it is used for mental stimulation.

O A few years ago, research from Pantone revealed that a yellow background with black type is the best color combination for printed material. Tests show that this combination scored the high in terms of memory retention and in legibility.

O Yellow is the color that the human eye notices first. (Nadia Clayton, 1992)

BLUE

Blue is by far the most popular color - conveying peace and tranquility, harmony, trust and confidence. On the other hand, blue is the worst possible choice when using for food or cooking because there very few blue foods on earth and it is known to be an appetite suppressant. Blues work well with other pastel and "cool" shades (like greens), and are an excellent compliment to earth tones and neutral colors like gray and beige. Blue can be used to promote products and services related to cleanliness (water purification filters, cleaning liquids, and vodka), air and sky (airlines, airports, and air conditioners), water and sea (sea voyages, mineral water). As opposed to emotionally warm colors like red, orange, and yellow; blue is linked to consciousness and intellect. Blue can also be used to suggest precision when promoting high-tech products. Blue is a masculine color; according to studies, it is highly accepted among males. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America. Light blue is associated with health, healing, tranquility, understanding, and softness. Dark blue represents knowledge, power, integrity, and seriousness. Blue is calming. A natural color, from the blue of the sky, blue is a universal color. In many diverse cultures blue is significant in religious beliefs, brings peace, or is believed to keep the bad spirits away. The cool, calming effect of blue makes time pass more quickly and it can help you sleep. Blue is a good color for bedrooms. A deep royal blue or azure conveys richness and perhaps even a touch of superiority. Navy blue is almost black. It conveys importance and confidence without being somber or sinister, hence the blue power suit of the corporate

world and the blue uniforms of police officers. Long considered a 'corporate' color, blue is associated with intelligence, stability, unity, and conservatism. Combine a light and dark blue to convey trust and truthfulness – banker's colors. Lighter sky blue and robin's egg blue, especially when combined with neutral tans or beige are environmentally friendly color combinations. Although blue is a year-round color, pastel blues, especially along with pinks and pale yellows suggest spring. Blue can be used to cool down a hot red or yellow scheme. (logosharx.com)

Blue is the colour of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity. (Uniques-unlimited.com)

O Widely considered to be the most calming colour

O In design, light blue is often used to soothe while dark blue conveys dignity (explains all those blue corporate logos).

O In natural therapies, blue is used to emit serenity and is used for cooling, calming, reconstructing and protecting.

O Bees are attracted to the colour blue. (Nadia Clayton, 1992)

WHITE

In advertising, white is associated with coolness and cleanliness because it's the color of snow. White can be used to suggest simplicity in high-tech products. White is an appropriate color for charitable organizations; angels are usually imagined wearing white clothes. White is associated with hospitals, doctors, and sterility. White is often associated with low weight, low-fat food, and dairy products. White is purity, cleanliness, and innocence. Like black, white goes well with almost any color. It especially contrasts well with dark colors such as red, blue, or purple. In most Western countries white is the color for brides. In the East, it's the color for funerals. White is often associated with hospitals, especially doctors, nurses, and dentists. In most cases white is seen as a neutral background color and other colors, even when used in smaller proportion, are the colors that convey the most meaning in a design. To the human eye, white is a brilliant color that can cause headaches for some. Too much white can be 'blinding.' Some neutral light beiges and creams carry the same attributes as white but are more subdued, less brilliant than plain white. (logosharx.com)

White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection. White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation. White can represent a successful beginning. In heraldry, white depicts faith and purity. (Uniques-unlimited.com)

- White is widely associated with innocence (think western bridal gowns)and sterility (hospitals)
- White diamonds are the best diamonds.
- White would be an inappropriate colour for a wedding in China. It is the colour of mourning. (Nadia Clayton, 1992)

BLACK

Black and White are opposites that share the attribute of neutrality. Considered the negation of color, black is conservative, goes well with almost any color except the very dark. It also has conflicting connotations. It can be serious and conventional. Black can also be mysterious, sexy, and sophisticated. In most Western countries black is the color of mourning. Among young people, black is often seen as a color of rebellion. Black is both positive and negative. Black is the ultimate dark color and makes lighter colors such as yellow really pop out. Photographs often look brighter against a black background. Black is associated with power, elegance, formality, death, evil, and mystery. Black gives the feeling of perspective and depth, but a black background diminishes readability. A black suit or dress can make you look thinner. When designing for a gallery of art or photography, a black or gray background can be used to make the other colors stand out. Black contrasts well with bright colors. Combined with red or orange - other very powerful colors - black gives a very aggressive color scheme. Black is generally considered a mournful, heavy and depressing color, but in the right context, can be sophisticated and mysterious. Studies have shown that online reading can be difficult on a black background, but many sites have been done successfully using colors which contrast

heavily (white, neon green). Usage of black as a predominant color should always be carefully considered - if you are designing a children's bookstore, black is the worst possible choice, but if the site is a gallery of photography, black might be an excellent choice. Black is the preferred backdrop for an artist's work. In addition, a site which is highly technical, or has an underground feel, would work well in black. (logosharx.com)

Black is associated with power, elegance, formality, death, evil, and mystery. Black is a mysterious color associated with fear and the unknown black holes. It usually has a negative connotation blacklist, black humor, 'black death'. Black denotes strength and authority; it is considered to be a very formal, elegant, and prestigious color black tie, black Mercedes. In heraldry, black is the symbol of grief.

(Uniques-unlimited.com)

o A black car will heat up faster in the sun than a white car will. It will also lose its heat faster in the winter.

o A white flag is internationally recognized as a sign of surrender.

o In branding and design, black is the embodiment of sophistication, gives an expensive message. It also lends itself wonderfully as a background colour to accentuate other colors, such as: yellow, red and orange. (Nadia Clayton, 1992)

GREY

Grey is a neutral, balanced color. It is a cool, conservative color that seldom evokes strong emotion although it can be seen as a cloudy or moody color. Dark, charcoal gray carries with it some of the strength and mystery of black. It is a sophisticated color without some of the negative attributes of black. Silver, especially shiny, metallic silver, is cool like gray but livelier, more playful. Silver coupled with turquoise evokes the Southwest (U.S.). Silver can also denotes riches, just as gold does. Silver can be earthy, natural or sleek and elegant. Taupe, a grayish brown neutral is a conservative, slightly earthy color. Grey and silver work well with other cool colors such as blue or teal. Grey is the most conservative of neutral shades, and represents practicality, sadness, security and reliability. It is a boring color, routine and lifeless. If gray is used properly in a palette of cool tones like blues and purples, it can be quite successful, however staid. (logosharx.com)

Grey is associated with being neutral, cool, classic and practical. Grey is a very simple color to describe. Grey is thought to be the middle ground and to be flexible. It could also be said of the color grey, that it is the combination of both black and white or good & evil. In heraldry, grey is the symbol of equal or middle ground. (Uniques-unlimited.com)

GREEN

Green is the colour of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money. Green has great healing power. It is the

most restful colour for the human eye; it can improve vision. Green suggests stability and endurance. Sometimes green denotes lack of experience; for example, a 'greenhorn' is a novice. In heraldry, green indicates growth and hope. Green, as opposed to red, means safety; it is the color of free passage in road traffic. (Uniques-unlimited.com)

O In design, brighter shades of green are applied to stimulate and uplift while dark green is used to evoke calm and quiet.

O In natural therapies, green is used to create harmony and balance.

O Extremely popular in branding campaigns to symbolize a healthy lifestyle. Green is often used with health food products, recycling, vegetables and even menthol cigarettes. (Nadia Clayton, 1992)

Colors can be broken into three different categories:

Neutrals, warms and cools:

Neutral colors:-

Black, white, grey, beige, brown

Neutrals can be described as non-colors. They don't appear on the color spectrum and are created by mixing other shades together. They can have positive or negative influences. White is not actually a color, but is an absence of color. It denotes purity and innocence in Western cultures. Black, on the other hand, often signifies assertiveness and formality.

Warm colors

Red, orange, yellow, yellow-green, purple

Warm colors stimulate the nervous system, amplifying our emotions. They are vivid and visible, and grab our attention.

Cool colors

Blue, violet, turquoise, sea-green, green

Cool colors are easy on the eyes, inducing a sense of restfulness. Light blue shades can evoke peacefulness and tranquility, and darker blues denote trustworthiness and dependability.

(Eddie Chandler, 2004)

Psychological Effects (symbolism, associations) When a color's associations relate to the product in a literal or abstract way, this is considered to be functional. For example, green is frequently used in packaging of organic, healthy and natural products because if the association with trees, grass and nature. Another example is blue fertilizer (indicating the presence of nitrogen).

Aesthetic Effects (attractive and effective design) Many color combinations can be considered to be harmonious and "pleasing to the eye." For example, green and yellow are harmonious since they are closely related to each other (analogous). Functional design effects may also include perception of size and weight. For example a black outboard motor appears smaller than motors in other colors.

Visual Effects (eye catching, text legibility) The human eye reacts to color in many different ways. Some colors are advancing (and grab attention), others receding. Some color combinations render text legible; others are problematic.

(www.colormatters.com)

(Clydesdale, 1993) describes an experiment where some participants felt ill when a change in lighting conditions revealed to them that they were eating "blue steak, red peas, and green French fries". There is some evidence that preferences among simple colored stimuli do generalize.

Market researchers have also determined that colour affects shopping habits. Impulse shoppers respond best to red-orange, black and royal blue. Shoppers who plan and stick to budgets, respond best to pink, teal, light blue and navy. Traditionalists respond to pastels - pink, rose, sky blue. (4hb.com)

children were shown to favor certain colors when choosing candies (Walsh et al., 1990) and adults of certain cultures prefer particular colors of cheese, even when taste cannot be distinguished (Scanlon, 1985). The findings suggest that preferences for colors in particular contexts may be culturally determined based on associations people of the same culture learn.

One of the first reviews of evidence on color preferences was undertaken by (Eysenck, 1941, 1981). In addition to reporting his own research, he summarized findings from 17 investigations involving 21,060 participants. A consistent rank order of preferences emerged: blue, red, green, violet, orange, yellow, and this was true for men and women, and for people of different ethnic groups (labeled by Eysenck, "white" and "colored"). There were some personality differences, with extroverts preferring bright and pure colors and introverts subdued and tinted colors.

Research has shown that older people tend to prefer blue because it is easier for them to see. Men prefer deep shades of a color, while women prefer more delicate tints. In addition, there is some evidence that people in lower-income brackets prefer bright, undiluted, pure colors, while those in higher-income brackets prefer more subtle shades and tints. Children also react to certain colors positively. Bright colors attract and hold their attention. Yellows and reds are especially attractive to young children. Some fast-food establishments have selected color combinations which appeal to young age groups; for example, McDonald's emphasizes yellow and red. (webhome.idirect.com)

The notion that color preferences are formulated through associations is a potentially important finding for marketing practitioners interested in determining colors for products. Rather than examine general color preferences among consumers, it may be preferable to learn consumers' color associations as a basis for understanding the emotional aspects of color. For

example, Pentel, a company that makes school supplies, found that red and green were not preferred colors in school supplies because teachers grade in these colors and they may have negative associations for students (Rouland, 1993).

Knowledge of consumers' color preferences is consequential because marketers who recognize which colors in their lines sell best may be able to trim product offerings and reduce manufacturing costs (Trent, 1993).

A new trend has emerged in which marketers feel that it is important to update colors regularly (Triplett, 1996). For example, automobile manufacturers change approximately 30 percent of their colors each year and use color consultants to advise them on the color palette three to four years before a color is introduced (Triplett, 1995).

Color increases brand recognition by up to 80 percent. (Maryland study, 1997)

Color influences brand identity in a variety of ways. Consider the phenomenal success Heinz EZ Squirt Blastin' Green ketchup has had in the marketplace. More than 10 million bottles were sold in the first seven months following its introduction, with Heinz factories working 24 hours a day, seven days a week to keep up with demand. The result: $23 million in sales attributable to Heinz green ketchup [the highest sales increase in the brand's history]. All because of a simple color change.

Apple computers brought color into a marketplace where color had not been seen before. By introducing the colorful iMacs, Apple was the first to say, "It doesn't have to be beige". The iMacs reinvigorated a brand that had suffered $1.8 billion of losses in two years. (And now we have the colorful iPods.)

(Felix A. Wichmann, Lindsay T. Sharpe, and Karl R, 2002)

A package can be designed to appear taller or shorter: e.g., light-colored packaging may make a package appear larger, whereas darker colors may minimize the perceived size (Pride and Ferrell 2003).

Research done by Pantone® and the Pantone Institute, internationally recognized authorities on color, demonstrates the power of color: “Memory retention studies tell us that consumers are up to 78% more likely to remember a word or phrase printed in color than in black and white. The human eye is drawn to color. Color activates the right brain, while the printed word activates the left brain. When color is combined with the written word, it impacts consumers with the triple whammy of greater recall, recognition and attention.”(Leatrice Eiseman, 2000)

Research reveals that all human beings make a subconscious judgment about a person, environment, or item within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone.

Certain colors have the ability to raise our blood pressure, cause our breathing to become rapid, increase our pulse rate, adrenaline, and Galvanic Skin Response (GSR). Beyond our control, transmitted to the brain is a chemical message that

releases the hormone epinephrine that causes these physiological responses.

In business, smart entrepreneurs use this uncontrollable response to their advantage by studying the emotional impact specific colors have on the buying market. They understand that color influences every level, from the brand logo, image, signage, display, print materials, and the product itself. With so many products vying for the consumer's money and attention, the effective use of color is one way to capture their attention. Consumers are in an emotional mode when they shop. And when they are in an emotional mode, they are more visually attuned." Subconsciously, we react to certain colors depending on our culture, our religion, our upbringing, and/or our personality. Color is vitally important when doing business and is the first visual impression and most instantaneous method of communication for conveying your marketing message and meaning. It helps distinguish your business from your competitors and is an integral part of the identification process. It helps you keep or lose potential customers by swaying their thinking and changing their actions and reactions. Without color, every business would look the same and it would be difficult to differentiate the subtleties of different products and/or services. (Cheryl Carnright, 1999-2004)

Color Engages and Increases participation

Ads in color are read up to 42% more often than the same ads in black and white. (White, Jan V., April, 1997)

Research indicates that over 80% of visual information is related to color: i.e., color conveys information. It identifies a product or a company, as well as the quality of the merchandise and much more (Colorcom.com)

As a functional component of human vision, color can capture attention, relax or irritate the eyes, and affect the legibility of text. All things considered, the right colors empower and contribute to the success of an advertising campaign, a product, a service, or even an interior space. In contrast, using the wrong colors can be a costly mistake (Colorcom.com).

Color Increases Memory

If a picture is worth a thousand words, a picture with natural colors may be worth a million, memory-wise. Psychologists have documented that “living color” does more than appeal to the senses. It also boosts memory for scenes in the natural world.

By hanging an extra “tag” of data on visual scenes, color helps us to process and store images more efficiently than colorless (black and white) scenes, and as a result to remember them better, too. (American Psychological Association May 2002).

Emotions

Colors can also influence customers’ emotions, positively or negatively. Previous research has shown a consistent association of colors with certain feelings and experiences. For example, the color “Blue” is soothing and associated with wealth, trust, and security, whereas “Red” connotes excitement and stimulation (Pride and Ferrell 2003).

Product attributes

Colors can also signify product attributes. Hewlett-Packard found that white packaging for its computers connoted accuracy and scientific prowess, but consumers also believed that it was plain, emotionless and not enticing (Beatty, 1997).

Color can also be used to differentiate a product. Though red is generally associated with soft drinks, Pepsi is choosing to develop a strategy around the color blue (Heath, 1997). The color allows Pepsi to build its own associations and helps consumers locate the product on the shelf. Similarly, color has been described as one of the easiest ways to differentiate a new car model (Heath, 1997).

Perception of Colors

An associative learning framework can be used to explain human physiological response to color. Researchers have suggested that color associations may have been formulated early in human history when man associated dark blue with night, and therefore, passivity and bright yellow with sunlight and arousal (Luscher and Scott, 1969). To this day, cool colors, such as blue and green, are considered calming and warm colors, such as red and orange, are considered arousing (Kreitler and Kreitler, 1972; Berlyne, 1960; Birren, 1978; Costigan, 1984; Davidoff, 1991). Knowledge of the physiological effects of color has been used by institutions to sedate people without the use of drugs. In one study, pink was found to calm inmates in institutions and is now used for this purpose when anger is detected. Dentists have been known to paint the walls of the office blue to allay patient fears (Costigan, 1984).

Marketing practitioners have also used the association of arousal for warm and calming for cool colors in retail settings. An anecdotal example is the use of the color red in casinos to stimulate gambling. In a formal study of the effect of color on consumers in a retail setting, (Bellizzi et al. 1983) manipulated the background color of a photograph of a furniture store and measured consumers' perceptions of the store and a number of stores attributes. The results indicated that warm colors, such as red and yellow, were more exciting, while cool colors, such as blue and green, were more calming.

Gender differences

(Dorcus,1926) found yellow had a higher affective value for the men than women and (St. George, 1938) maintained that blue for men stands out far more than for women.(Jastrow, 1897) found men preferred blue to red and women red to blue. Eysenck's study, however, found only one gender difference with yellow being preferred to orange by women and orange to yellow by men. This finding was reinforced later by (Birren, 1952) who found men preferred orange to yellow; while women placed orange at the bottom of the list.

(Guilford and Smith, 1959) found men were generally more tolerant toward achromatic colors than women. Thus, Guilford and Smith proposed that women might be more color-concious and their color tastes more flexible and diverse. Likewise, (McInnis and Shearer, 1964) it was found that blue green was more favored among women than men, and women preferred tints more than shades. They also found 56% of men and 76% of women preferred cool colors, and 51% men and 45% women chose bright colors. In a similar study, (Plater, 1967) found men had a tendency to prefer stronger chromas than women.

(Radeloff, 1990) has found that women were more likely than men to have a favorite color. In expressing the preferences for light versus dark colors, there were no significant differences between men and women; however, in expressing the preference for bright and soft colors, there was a difference, with women preferring soft colors and men preferring bright ones.

(Rikard Kuller, 1976) conducted a study on the effects of color in two opposite environments. Six men and six women were asked to stay in two rooms, one room was colorful and complex; while the other was gray and sterile. Electroencephalogram (EEG) and pulse rates were recorded throughout the period, as well as the individuals' subjective emotional feelings. The results showed heart rates were faster in the grey room than in the colorful room. Moreover, men were found to have stress reactions more than women. Men also became more bored than did the women in the grey room. Kuller also postulated that men could not achieve the same degree of mental relaxation as women.

Advertising

(Meyers-Levy and Peracchio, 1995) suggest that when consumers' processing motivation is low, product attitudes will tend to be based on simple heuristics associated with superficial cues such as the physical attractiveness of the photo, the product, and/or the product user or spokesperson. Because color is likely to enhance the perceived attractiveness of these objects, consumers are likely to produce more favorable product attitudes when ads contain color rather than only black-and-white.

(Lee and Barnes, 1990), in a content analysis of print advertisements, found that product category and color were significantly correlated, suggesting that advertisers tend to depict products in the same colors in certain product categories.

Color photographs are commonly used in ads because they are thought to have superior attention getting properties (Meyer-Levy and Peracchio, 1995).

Color has the ability to increase credibility of the advertiser and believability of ad claims, particularly if the ad claims are color-related. For example, claims of “freshness” for food are more believable in color because color is an important food freshness cue (Mitchell and Olson, 1981).

92% Believe color presents an image of impressive quality
90% Feel color can assist in attracting new customers
90% Believe customers remember presentations and documents better when color is used.

83% Believe color makes them appear more successful
81% Think color gives them a competitive edge
76% Believe that the use of color makes their business appear larger to clients

(Xerox Corporation and International Communications Research, 2003)

CHAPTER 3

METHODOLOGY

Type of Study

This research paper is descriptive in nature. The study aims to investigate how colors are perceived by consumers and whether it plays a role in enhancing brand loyalty and awareness.

Instruments and Measures

a. Questionnaire

A reliable questionnaire was designed to meet the objectives of this research paper. Responses of consumers were collected through it. It was distributed amongst Students of Bahria University (Under graduate/graduate), professionals belonging to few different organizations and others (also including house wives). Keeping all the constraints in view, a sample size of 50 was selected to gauge a response.

b. Unstructured interviews

Unstructured interviews were conducted with the respective companies in order to understand the situation in its totality. Information regarding the colors used by SHELL and CALTEX was gathered which surely helped in carrying out the research more effectively.

Analytical Tools

The survey mainly consists of 12 questions. The first three questions are personal information and ask for gender, age, and professions. Questions 1-2 relate to color preferences (corporate color and color tones). Question 3 asks the participants to rate the given color on a certain scale to check how they perceive different colors. Q4 and Q5 ask the participant to give their favorite and least favorite color of the colors listed; Red, Yellow, Sea-green, white, Blue, Black, Silver, and Grey. These specific colors have been selected because they are used by SHELL and CALTEX extensively in all their advertisements, logos, Packaging and other promotional materials. Question 6-7 investigates loyalty and preferences of the participants towards SHELL or CALTEX. Question 8-9 asks participants whether their preference was based on the color scheme and if not what were the factors. Question 10 investigates in general whether people are satisfied with the color schemes of both SHELL and CALTEX or is there a preference of one over the other. The Last two questions are left open ended which asks people to suggest color schemes if they are not satisfied with the present color scheme used by SHELL and CALTEX and the reason behind suggesting those colors.

Sampling

Sampling is a process of selecting a sufficient number of elements from the population, in a way that a study of the sample and an understanding of its properties or characteristics would make it possible for the researcher to generalize such properties or characteristics to the population element. (Uma Sekaran, 2003)

The sampling technique employed for this research paper was ‘Unrestricted’ or ‘simple’ random sampling. In this sampling technique every person has an equal or same probability of being chosen from the population. (Uma Sekaran, 2003)

The population size includes all students of Bahria University both Graduate and Undergraduates, Professionals belonging to few different advertising agencies and banks, and others, which significantly include house wives. Both males and females, age ranging from 18-45 were included in the sample. As these are people who commonly drive on roads, are independent, and usually make their own decisions when it comes to choosing an outlet for utilizing the services of any fuel station.

Statistical Measurement

An excel sheet was developed based on the responses received and analysis of the data was carried out using statistical techniques such as Pie charts and histograms for accurate results.

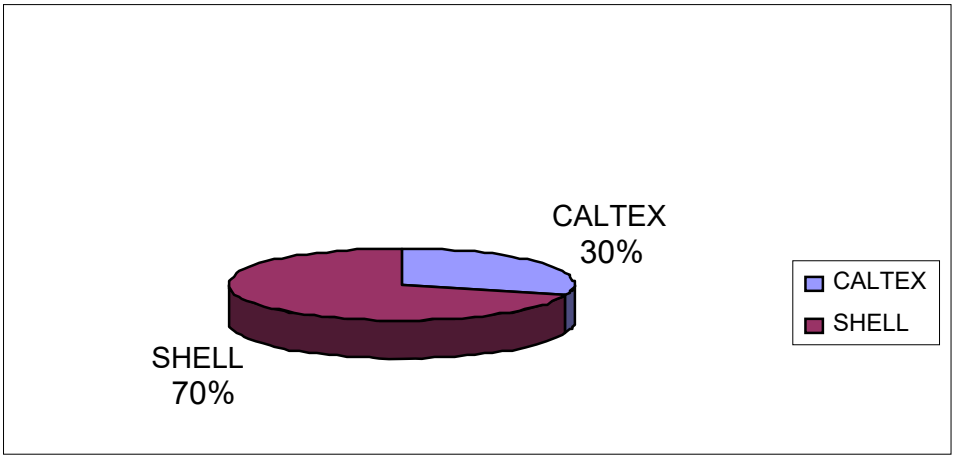
Procedures

Questionnaires were handed out to the Participants and asked to fill. An informal briefing about the questionnaire was giving to them before filling up. The questionnaire was simple and easy to follow. It was distributed among students of Bahria University (Under graduate/graduate) and professionals belonging to few different organizations and others. Both males and females were handed the questionnaire to gauge a response. Also, informal/ unstructured interviews were conducted with the respective companies.

CHAPTER 4
RESULTS AND DISCUSSION

Q # 1: Which corporate colors do you prefer or find more appealing?

Figure 4.1: Preference of corporate colors



70% of the participants preferred corporate colors of SHELL and only 30% preferred CALTEX corporate colors.

Figure 4.1.1: CALTEX

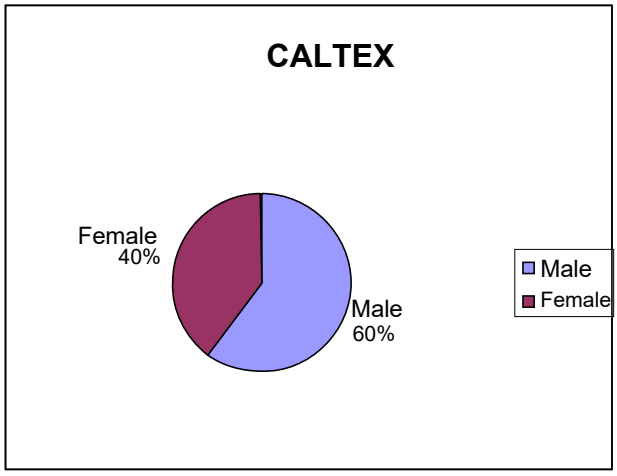
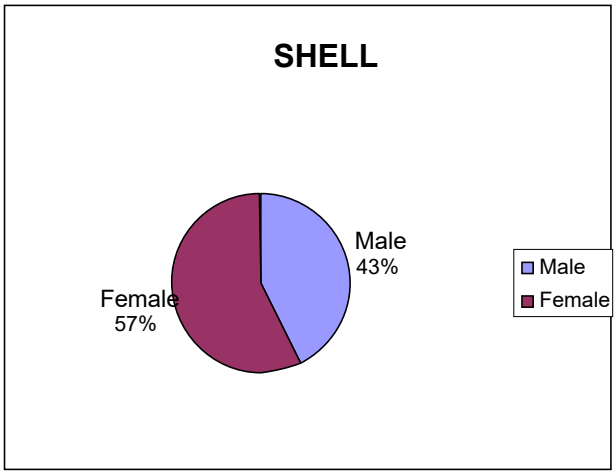


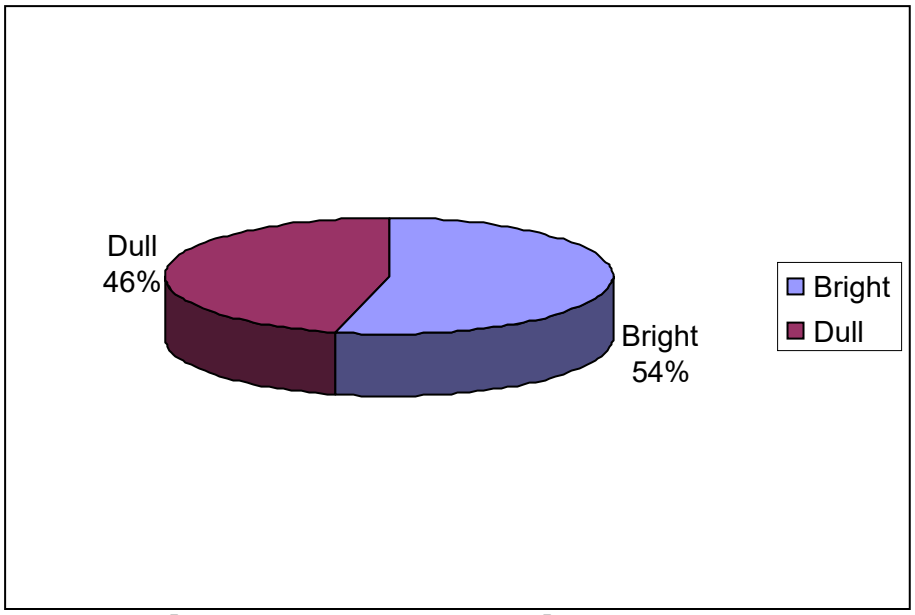
Figure 4.1.2: SHELL



Out of which 60% were males and only 40% were females who chose CALTEX and 57% were females and 43% were males who chose SHELL as their corporate color preference.

Q # 2: Do you prefer **Dull** color tones or **Bright** color tones?

Figure 4.2: Preference of Dull or Bright colors



54% people chose bright colors and 46% chose dull colors as their preference.

Figure 4.2.1: Bright Colors

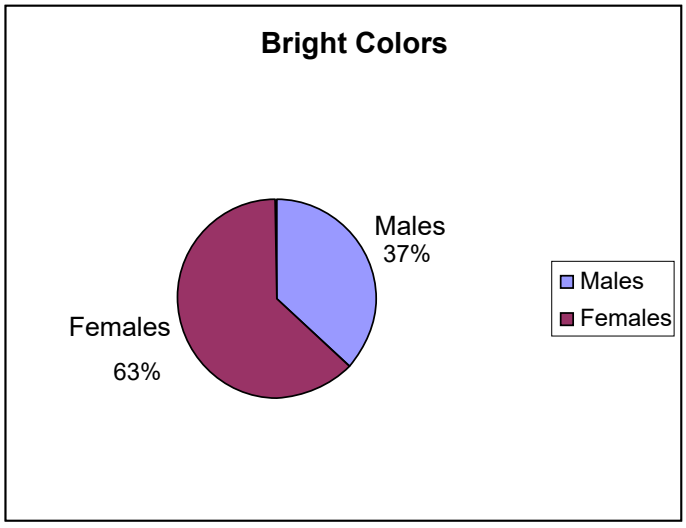
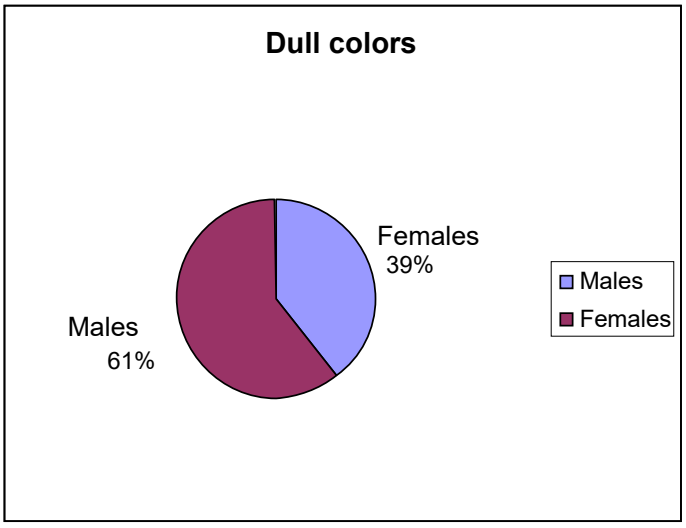


Figure 4.2.2: Dull Colors



63% were females and 37% were males who chose bright colors as their preference, while 61% were Males and only 39% were Females who chose dull colors as their preference.

Q # 3: How would you rate the following colors on the given scale?

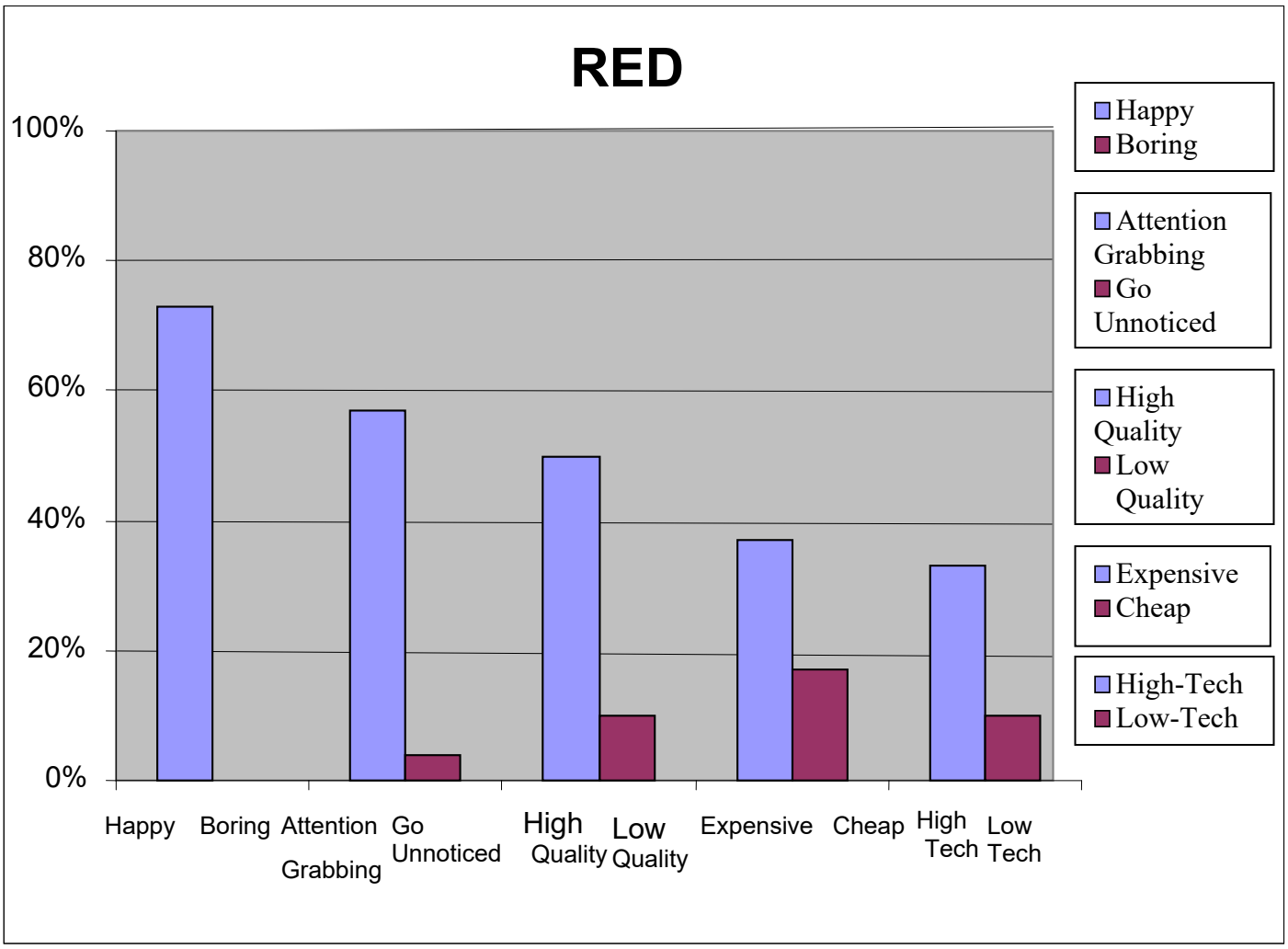


Figure 4.3: Perception of Color red

Red got 73% on the happy scale and 0% on the boring scale, which means it is perceived to be a happy color by the population, while it got 57% on the attention grabbing scale and 50% on the high quality scale, and 33% on the high tech scale, while it got rated as 47% on the cheap scale.

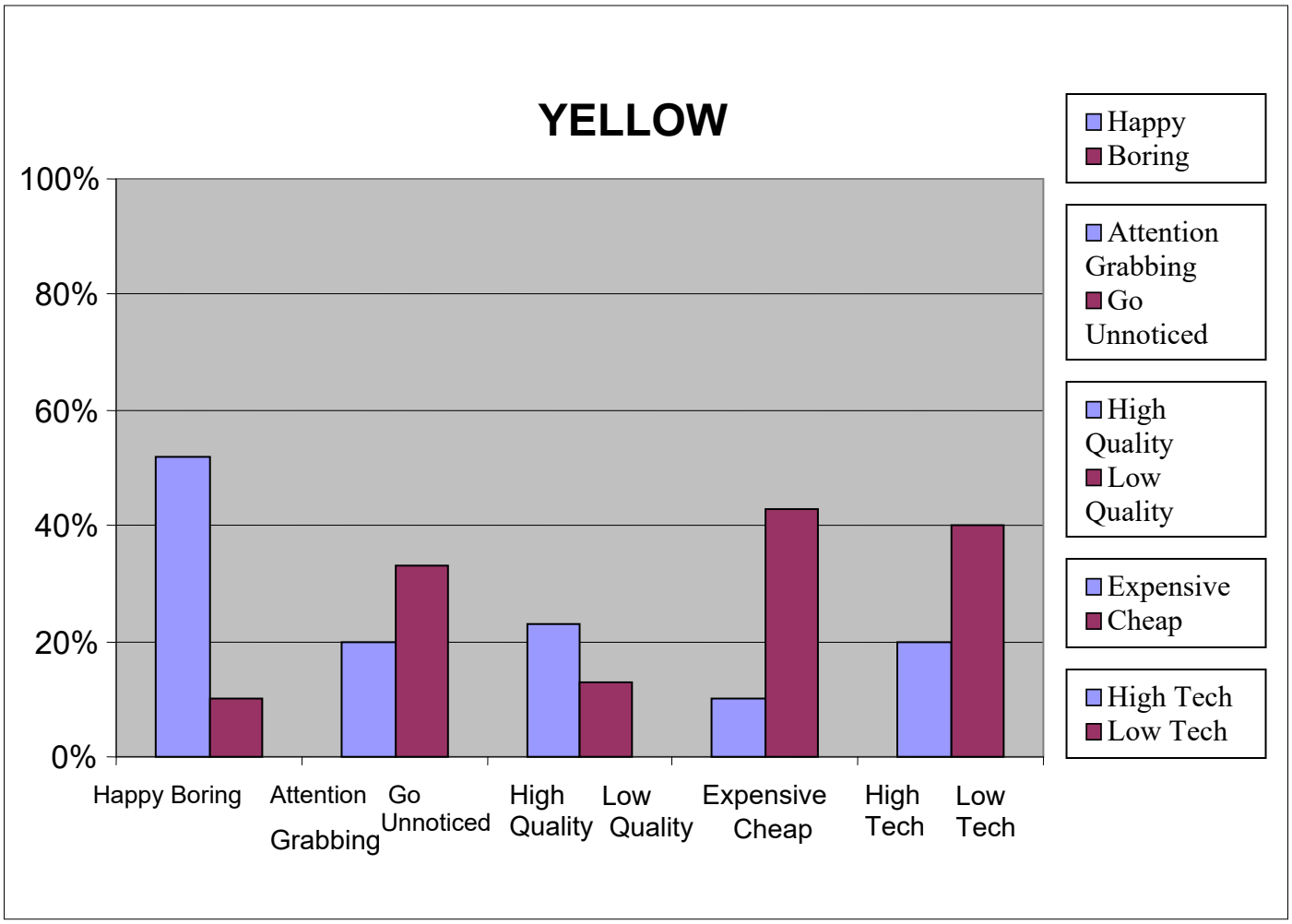


Figure 4.3.1: Perception of Color Yellow

Yellow was rated 52% on the happy scale, 33% said yellow would go unnoticed as a color, while 43% perceived it to be a cheap color, and 40% as a low tech color

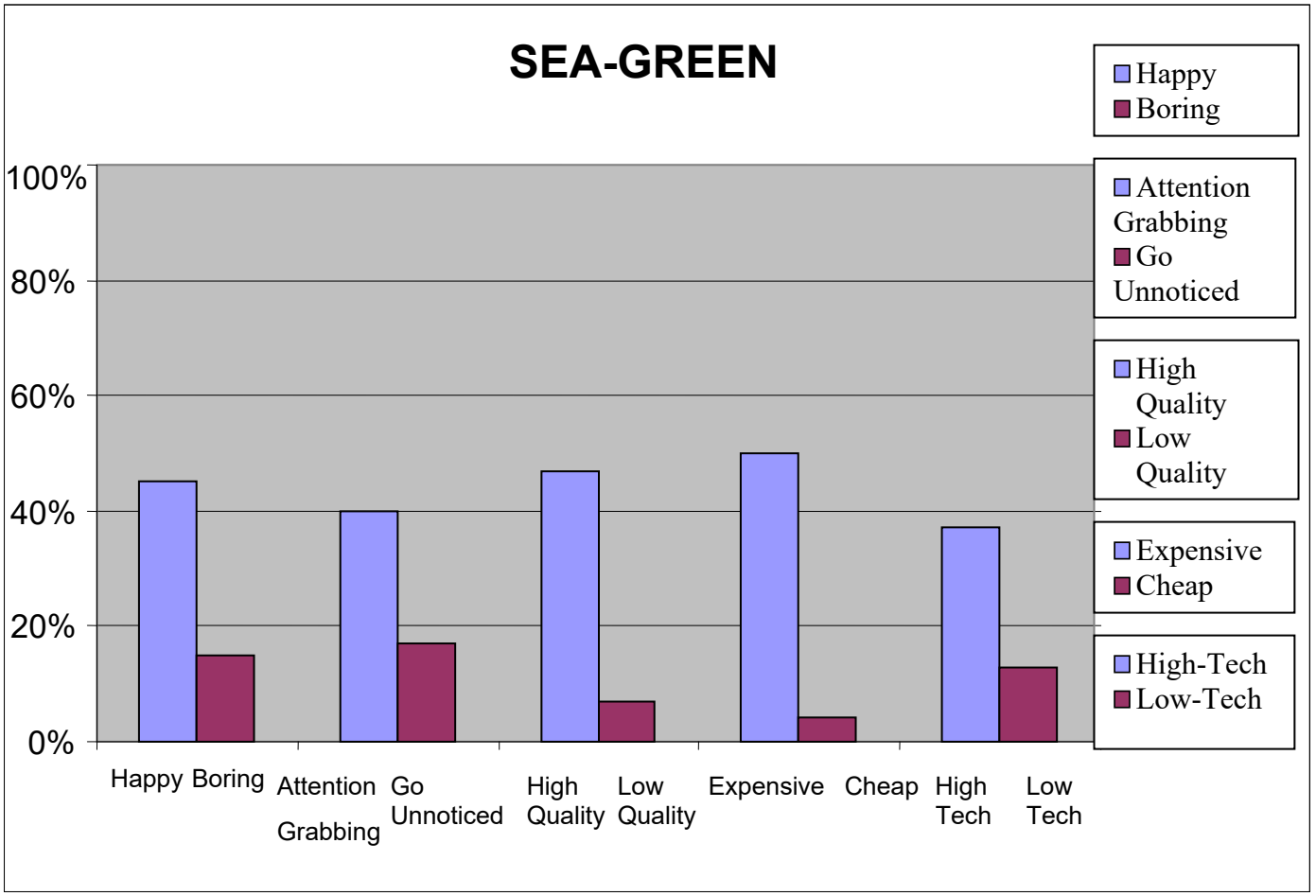


Figure 4.3.2: Perception of Color Sea-green

Sea-green got 45% ranking on the happy scale, while 15% ranked it as a boring color, 40% thought it to be an attention grabbing color, 47% as a high quality, 50% as an expensive and 37% thought it to be a high tech color.

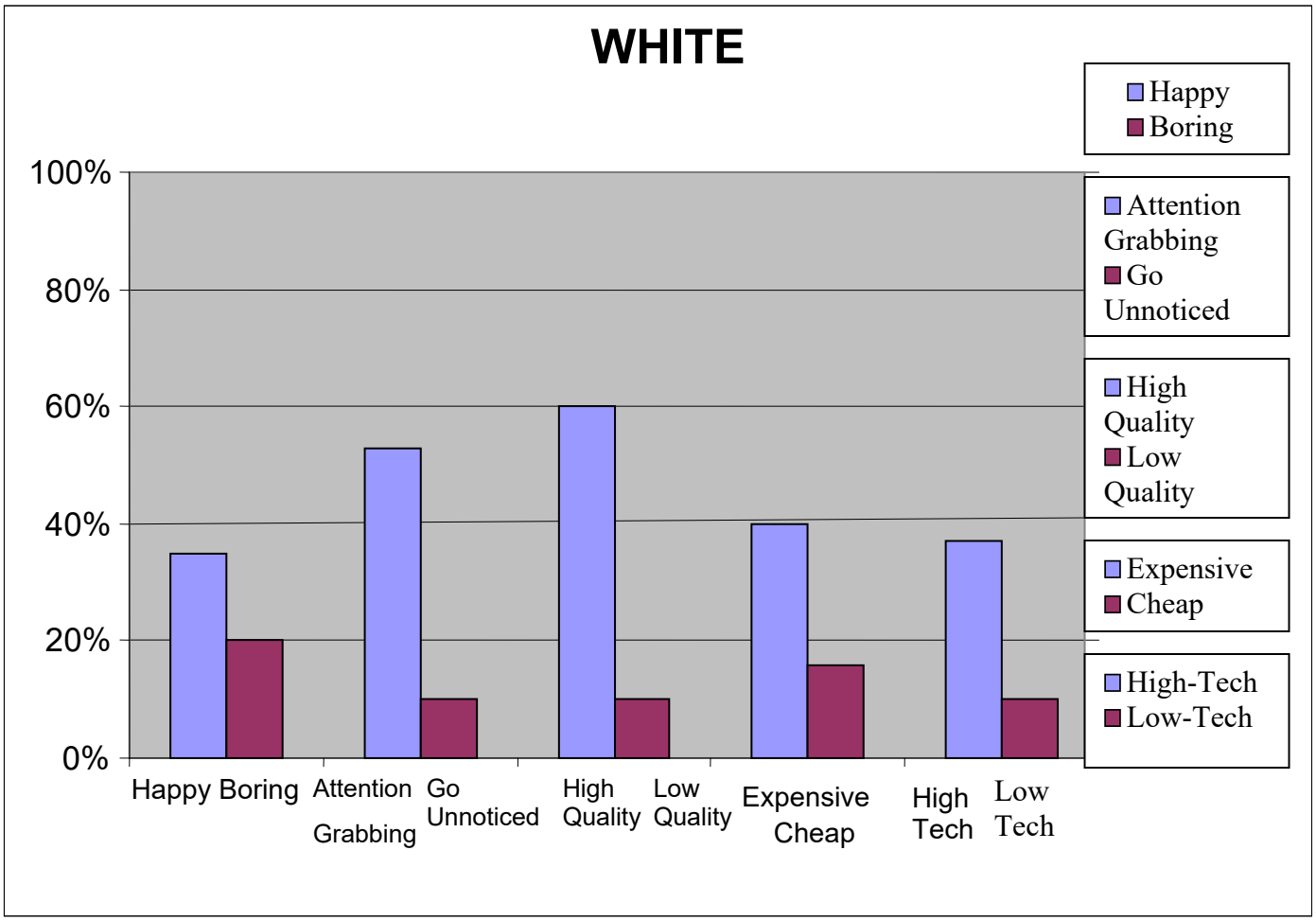


Figure 4.3.3: Perception of Color White

White got the most ranking (60%) as a high quality color, people perceive it to be an attention grabbing (53%) color.

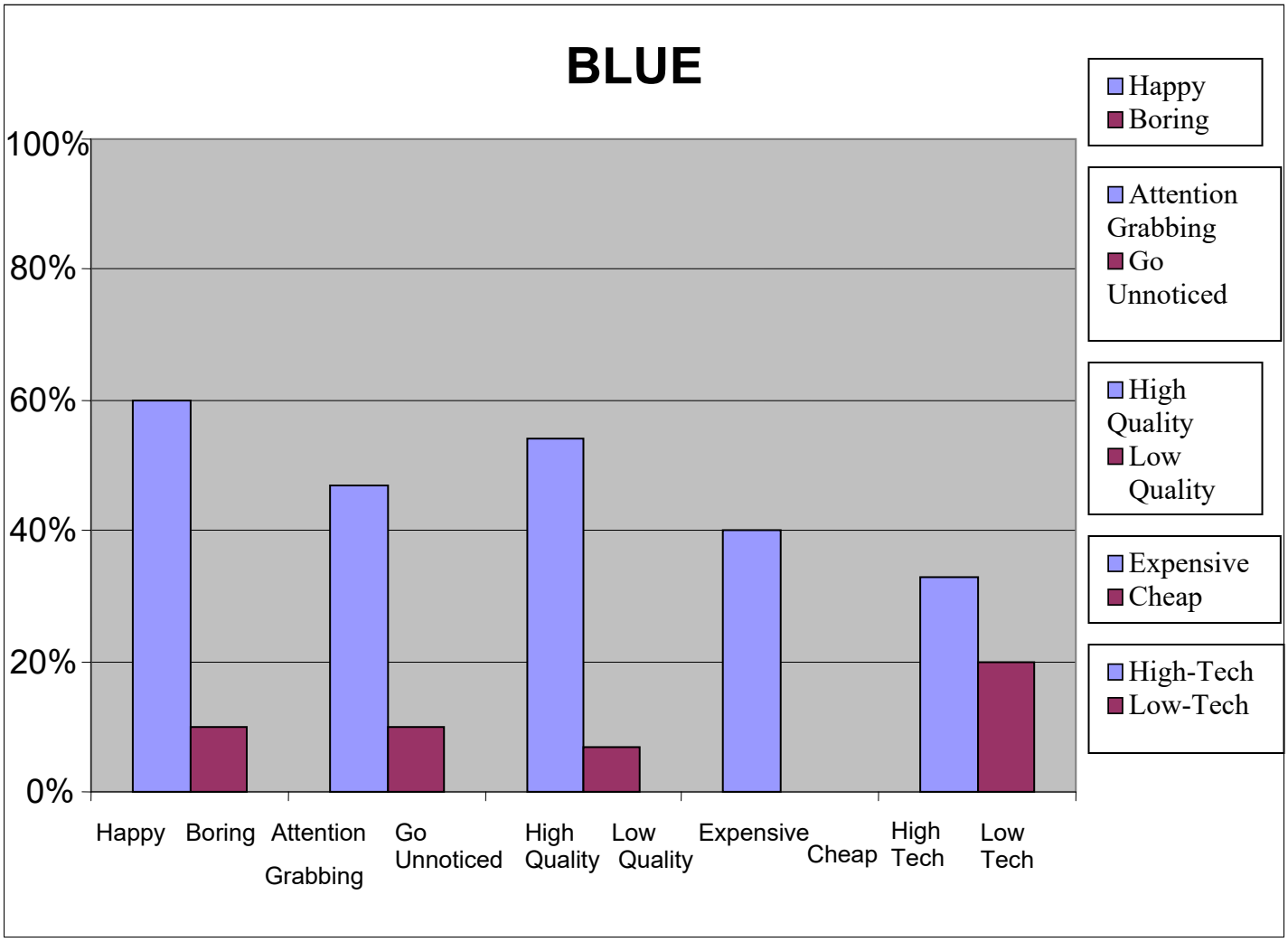


Figure 4.3.4: Perception of Color Blue

Blue is rated positively on all scales, on the happy/ boring scale blue got 60% rating, while no one thought blue as a cheap color, on the high tech and low tech scale, the responses were almost equal.

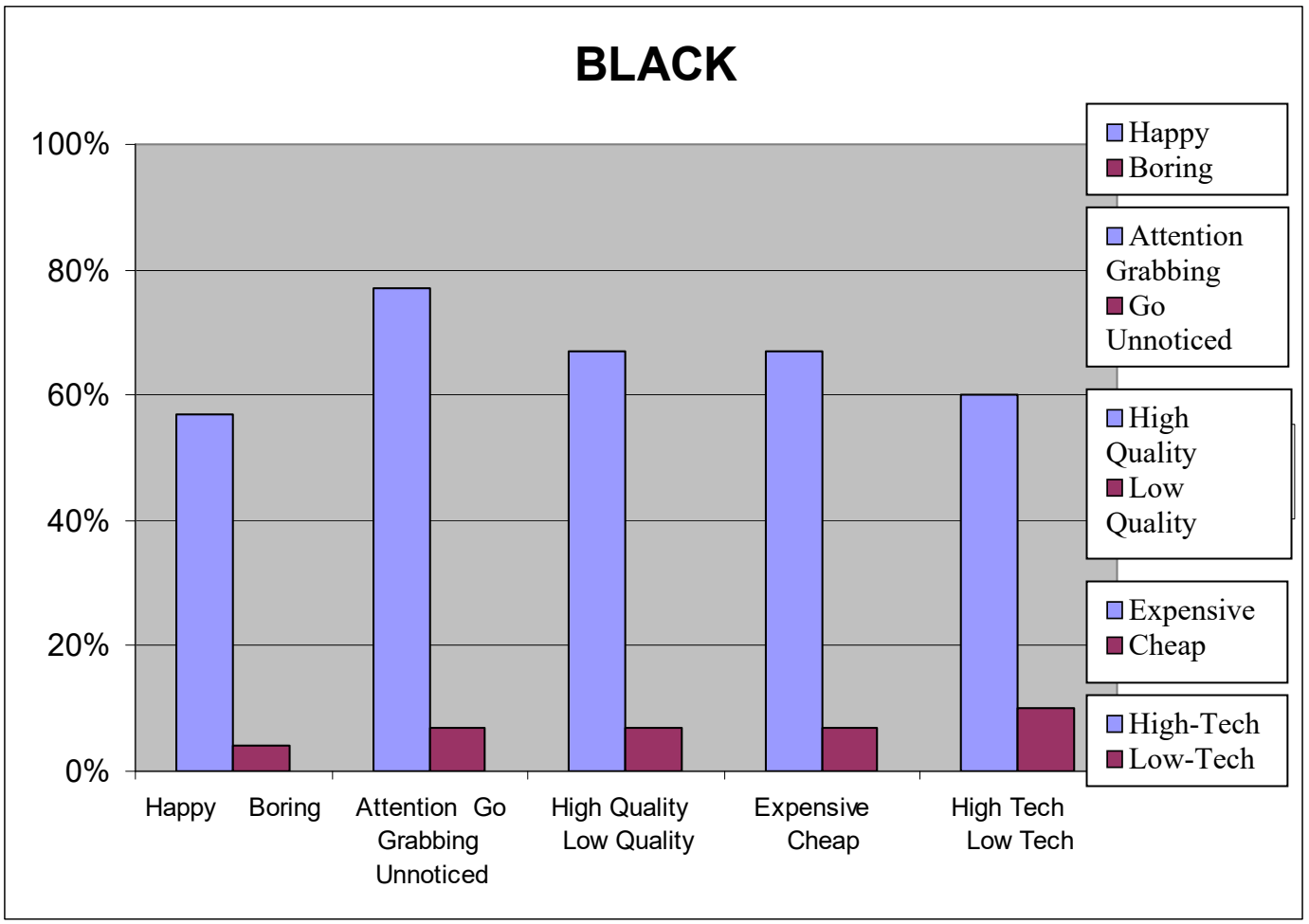


Figure 4.3.5: Perception of Color Black

On the happy/ boring scale large majority rated black as a happy color and very few thought it to be a boring color. It also got ranked as a highly attention grabbing color. People perceived it to be a high quality, expensive and a high tech color.

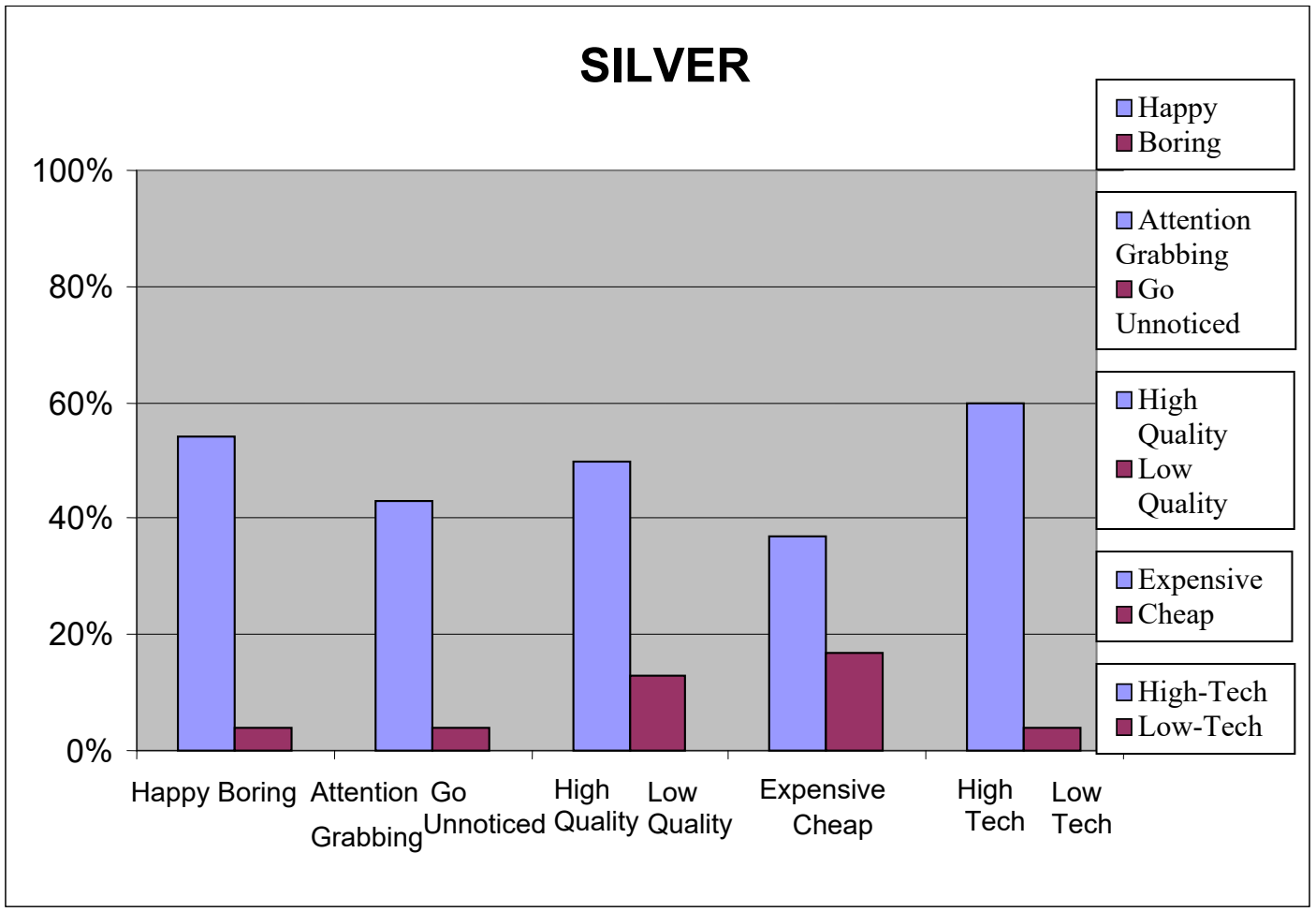


Figure 4.3.6: Perception of Color Silver

Silver was rated as the most high tech color and it is also perceived to be a happy and attention grabbing color.

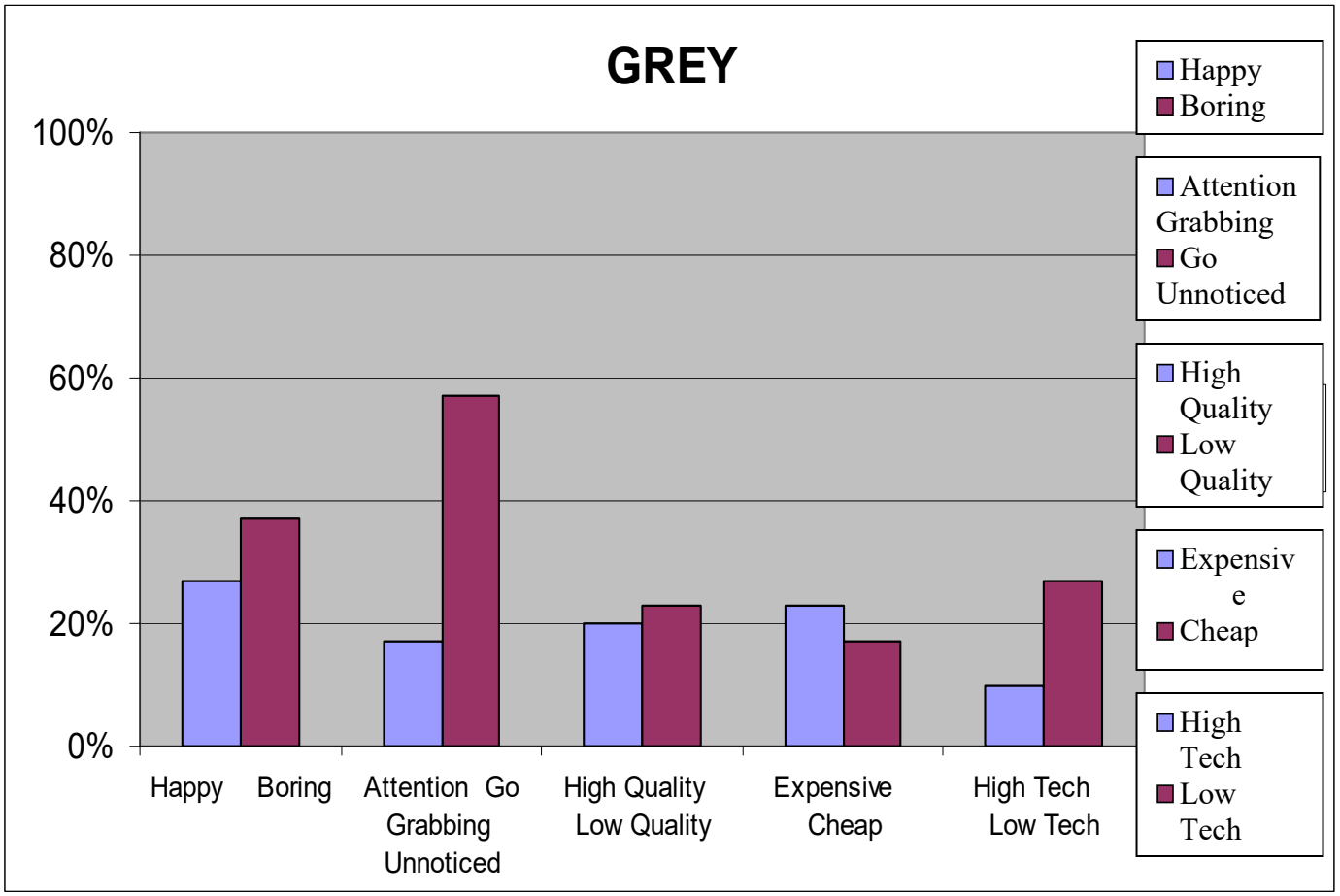


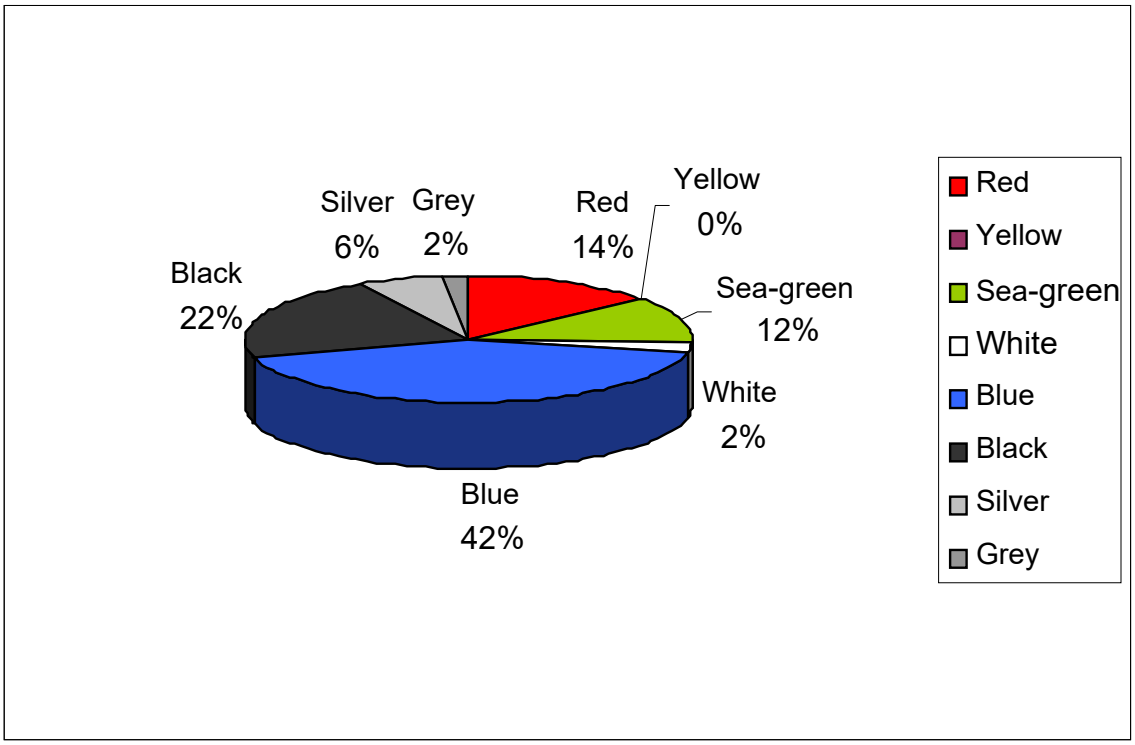
Figure 4.3.7: Perception of Color Grey

However, grey got almost equal response on the happy/ boring, high quality/ low quality and expensive/cheap scale. People also thought that this color would go unnoticed and is slightly low tech.

Listed colors: Red, Yellow, Sea-green, White, Blue, Black, Silver and Grey

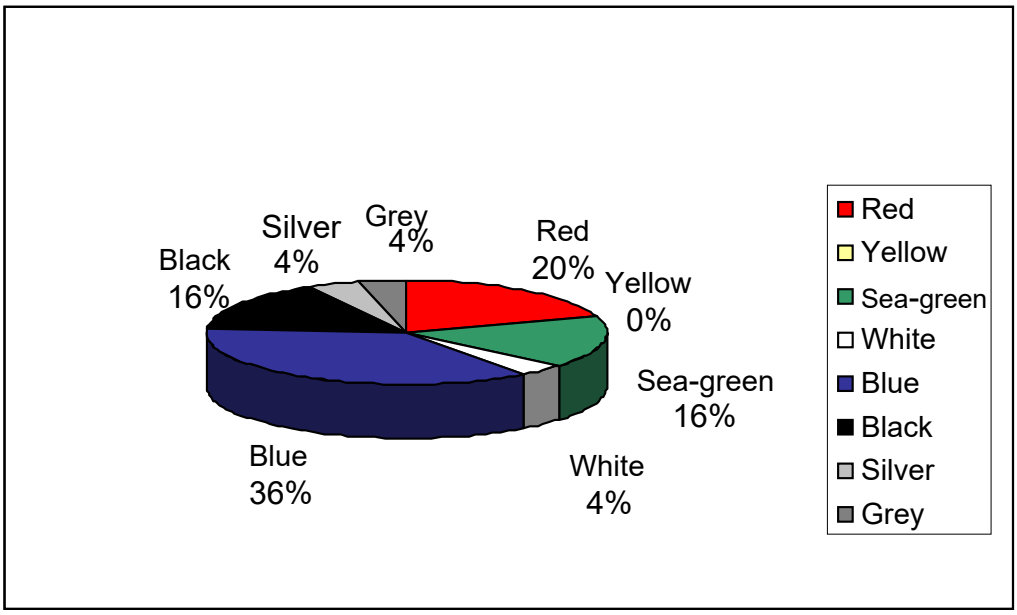
Q # 3: Which is your most favorite color (from the colors listed above)?

Figure 4.4: Favorite color



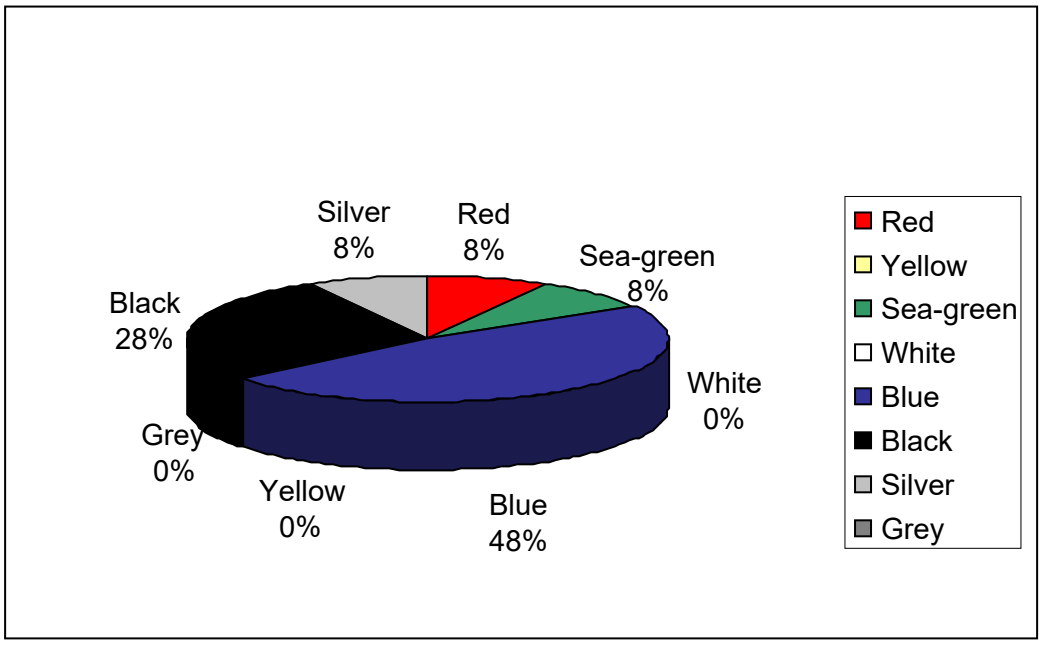
As from the figure, the color blue (42%) gathered the most results from the participants followed by black (22%), red (14%), sea-green (12%), silver (6%), and both white and grey (2%), while no one rated yellow as their favorite color

Figure 4.4.1: Female-Favorite color



Females rated Blue (36%) as their favorite color, followed by red (20%), sea-green (16%), black (16%), silver (4%), white (4%), grey (4%).

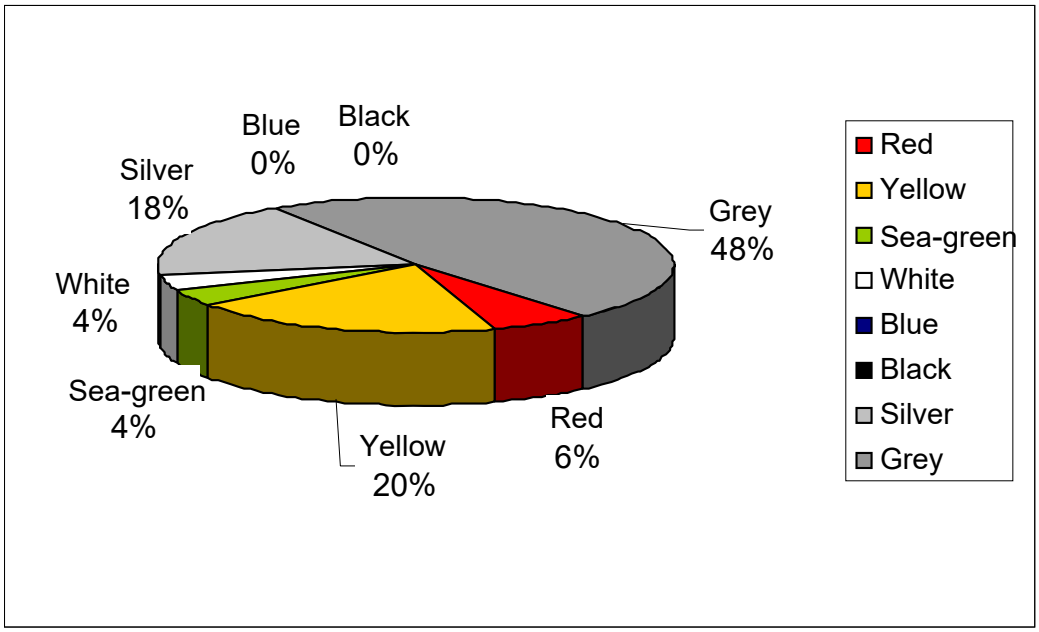
Figure 4.4.2: Male-Favorite color



Males rated Blue (48%) as their favorite color, followed by black (28%), silver, red and sea green all got 8% preference while white, grey and yellow got no preference.

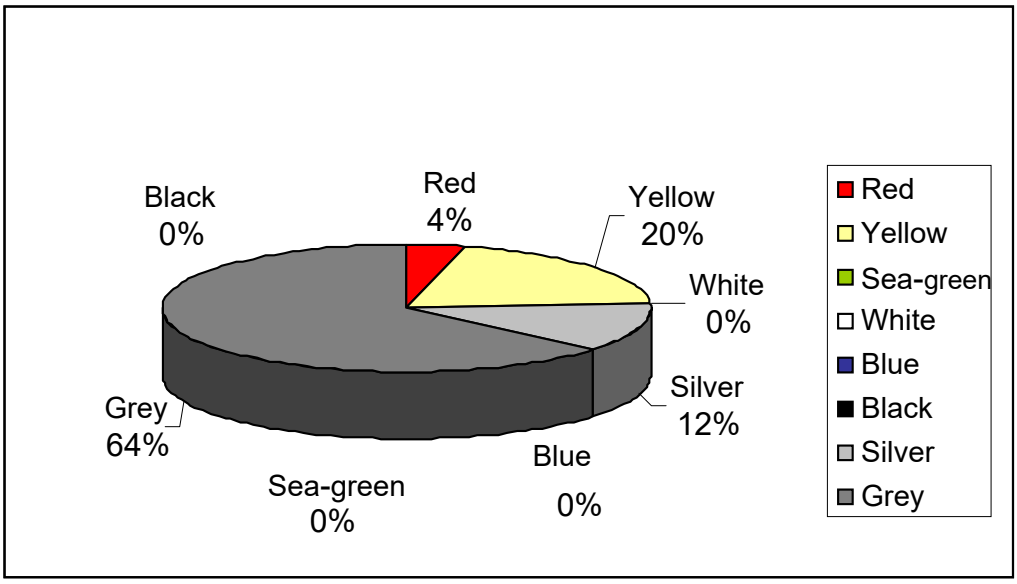
Q # 4: which is your least favorite color?

Figure 4.5: Least Favorite color



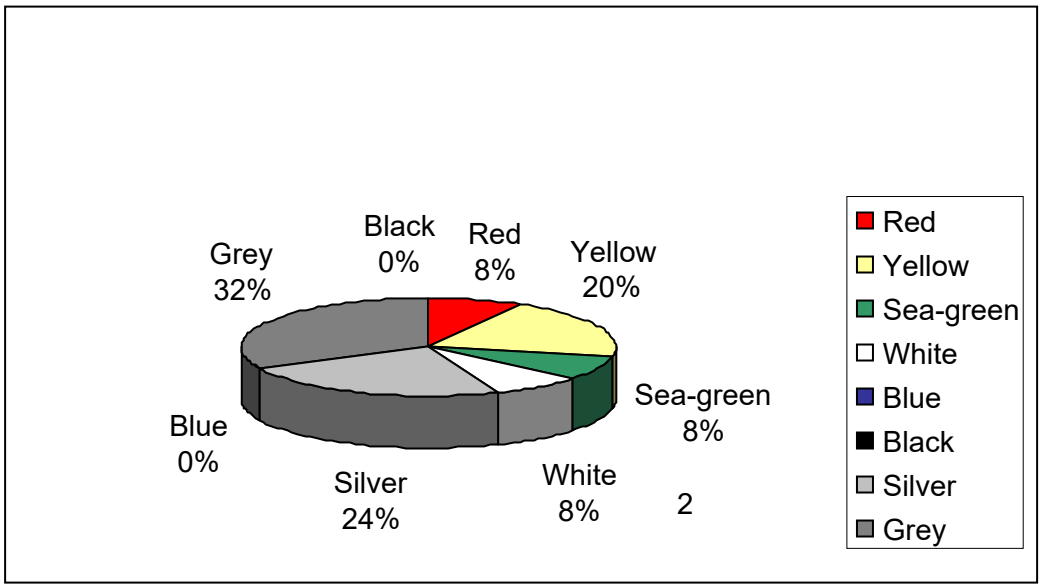
Grey (48%) was rated the least favorite color, followed by yellow (20%), silver (18%), red (6%), sea green (4%), and white (4%). No one rated blue (0%) and black (0%) as their least favorite colors.

Figure 4.5.1: Female-least Favorite color



Grey (64%) was the least favorite color among females followed by yellow (20%), silver (12%), red (4%), white (0%), black (0%), and sea-green (0%).

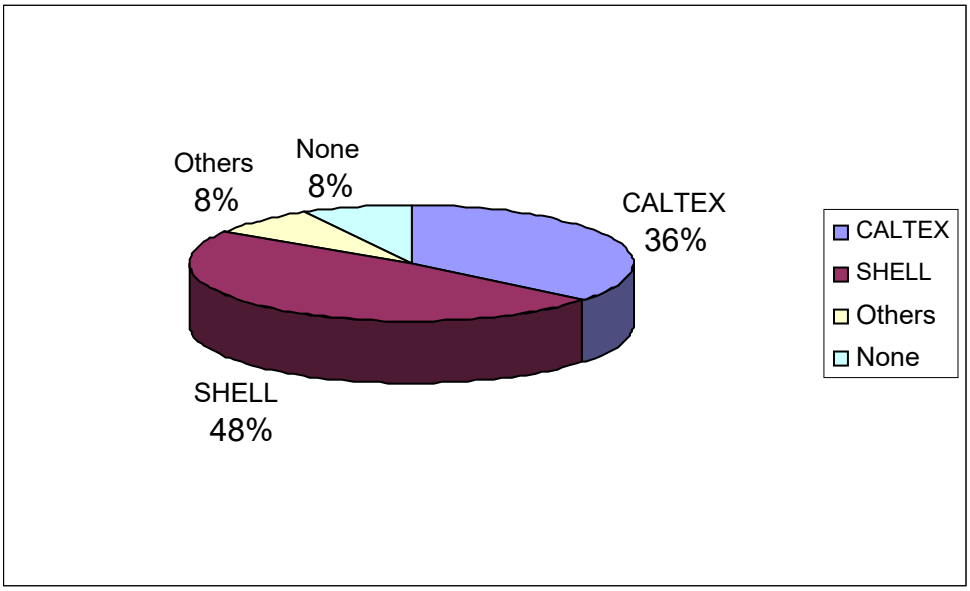
Figure 4.5.2: Male-least Favorite color



Males rated Grey as the least favorite, followed by silver, yellow, red, sea-green, and white, while no one ranked black and blue as their least favorite color.

Q # 6: Are you loyal to?

Figure 4.6: Consumers Loyalty



48% said that they are loyal to SHELL, while 36% showed loyalty towards CALTEX. 8% said they were loyal to other, and again 8% said they were not loyal towards any.

Figure 4.6.1: SHELL loyalty

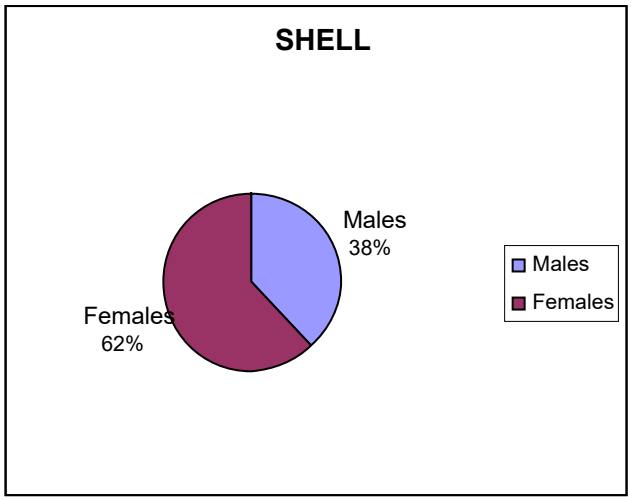
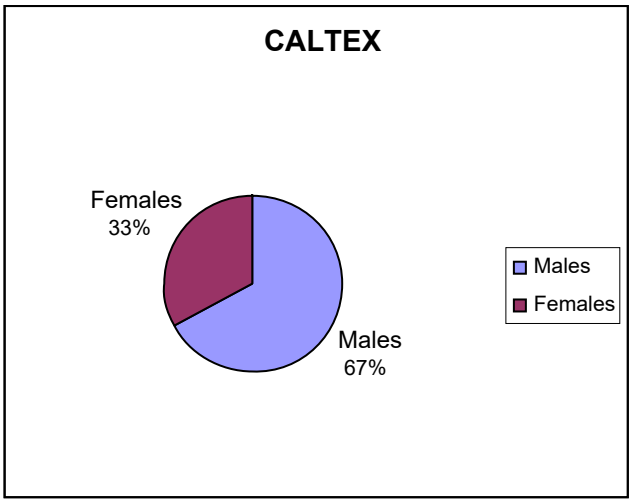


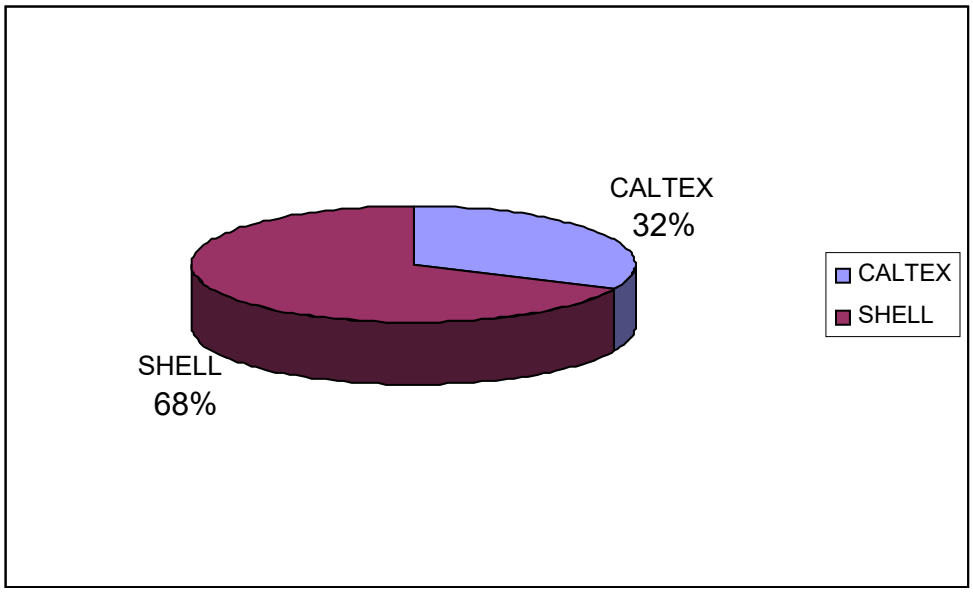
Figure 4.6.2: CALTEX loyalty



From the results 67% males were loyal to CALTEX and 33% females. While 62% females and 38% males were loyal to SHELL.

Q # 7: Which would you go to if both were located right next to each other?

Figure 4.7: Preference if location is not an issue



68% from the sample said they would go to SHELL and only 32% agreed that they would go to CALTEX if both were located next to each other.

Figure 4.7.1: SHELL

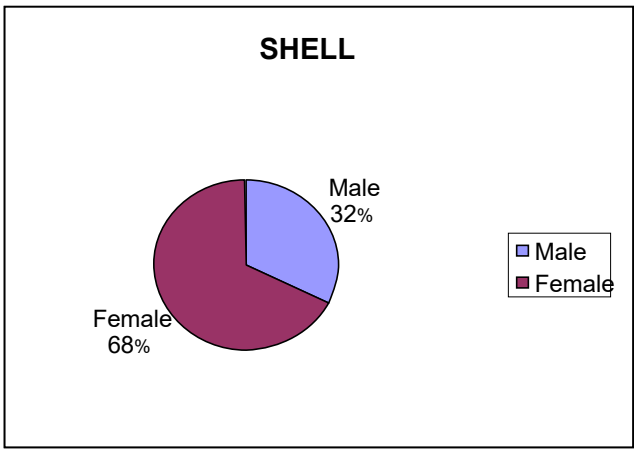
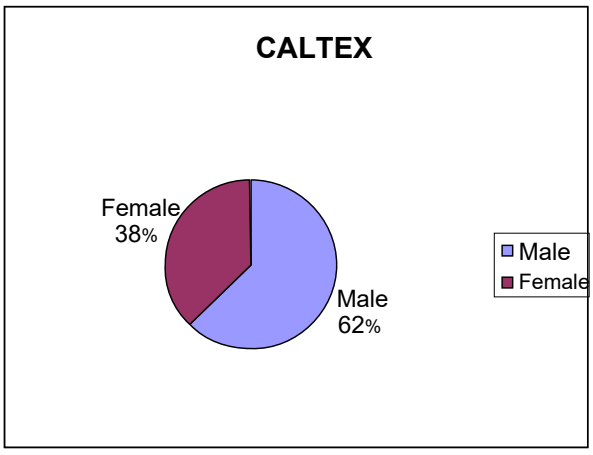


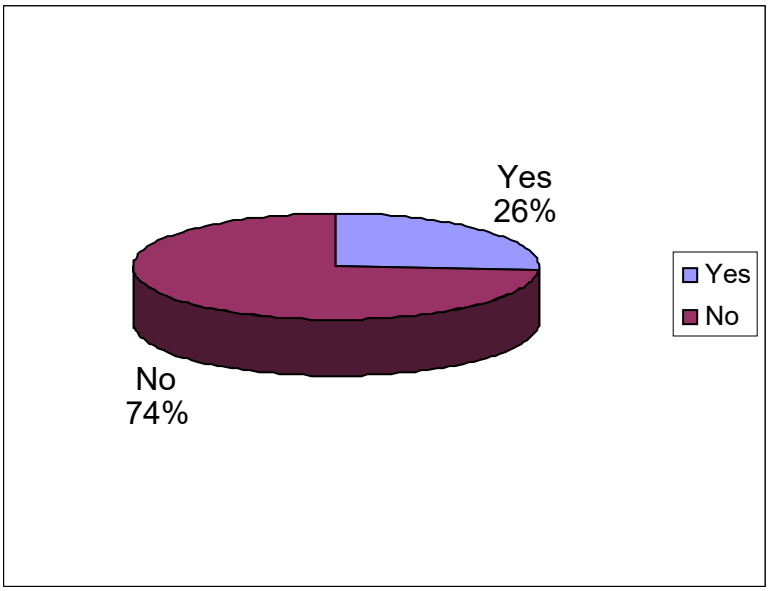
Figure: 4.7.2 CALTEX



From the sample that chose SHELL, 68% were female and 32% were males. While in case of CALTEX 38% were females and 62% were males.

Q # 8: With reference to your answer to Q # 7, was your preference based on the color scheme used by them?

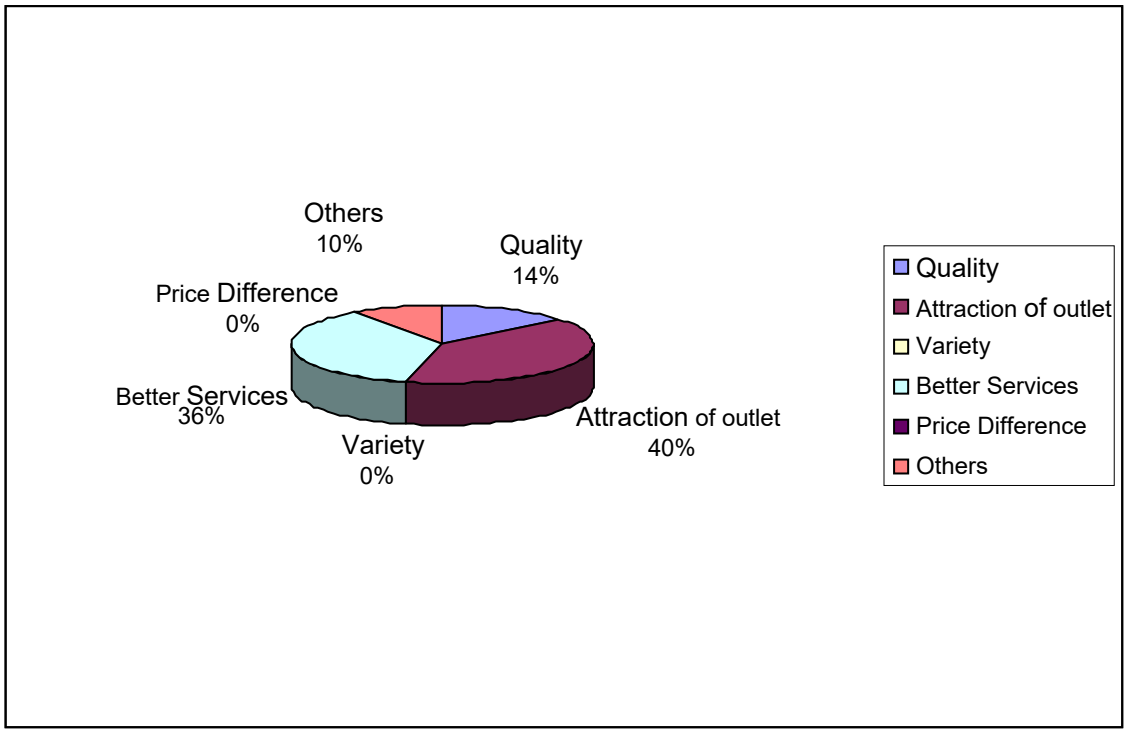
Figure 4.8: Preference based on color



From the sample only 26% believed that their preference was based on the color schemes, however 74% gave a negative reply to preference based on color schemes of the businesses.

Q # 9: Your choice for Q # 7 was based on:-

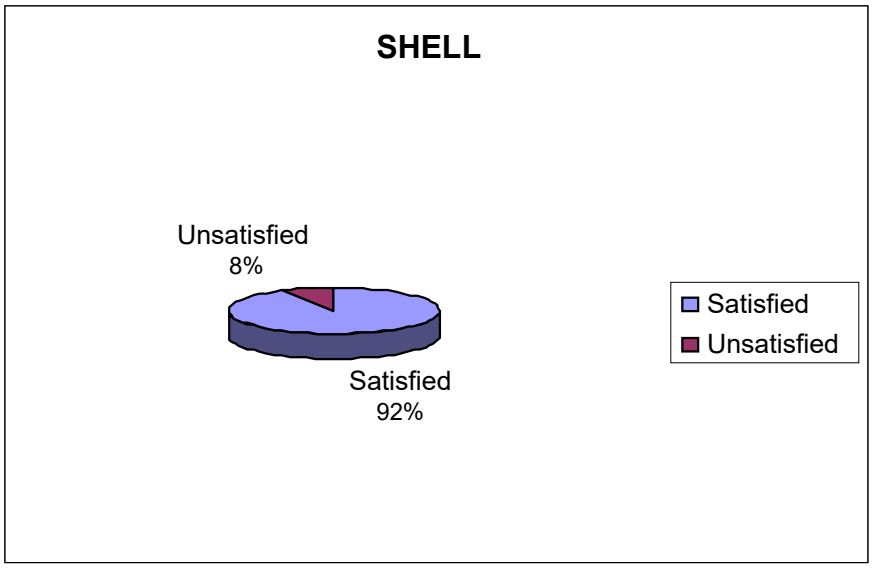
Figure 4.9: Other factors for preference



40% think its due to the attraction of the outlet,36% believe one offers better services than the other, 14% gave quality as a reason, 10% said there were other factors. No one chose variety as a factor.

Q # 10: Are you satisfied with the corporate colors used by SHELL and CALTEX.

Figure 4.10: Are people satisfied with SHELL corporate colors?



From the total sample of people 92% were satisfied and only 8% were unsatisfied with the corporate colors of SHELL.

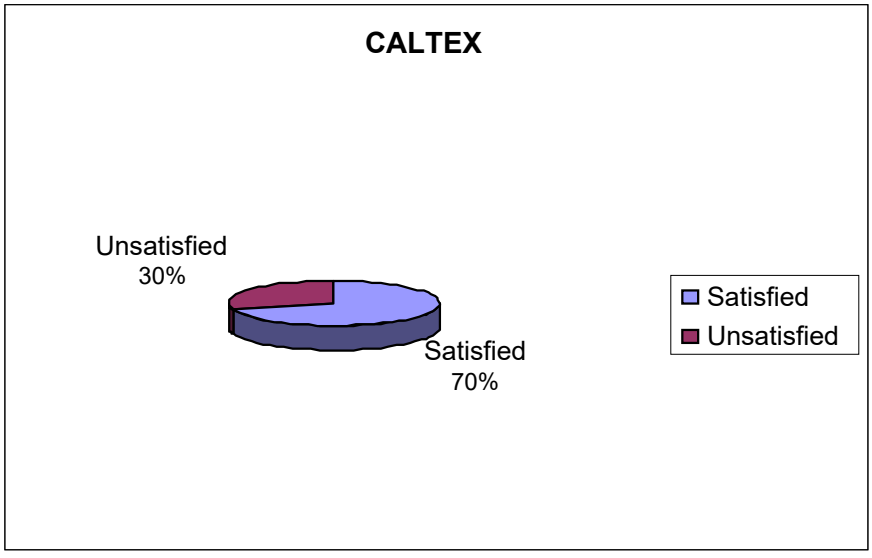


Figure 4.10.1: Are people satisfied with CALTEX corporate colors?

As shown in the figure 70% were satisfied while 30% were unsatisfied with corporate colors of CALTEX.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Colors greatly impact consumers in many ways; different colors carry different perceptions, while some people like to base their purchasing decisions on simple factors such as color of the product, packaging, logos etc. Colors also play an important role in increasing brand awareness and in enhancing of brand loyalty.

From the responses received, very interesting findings came up. There is no direct link between a person’s favorite color and how that color is perceived generally. For example the color yellow was not chosen to be a favorite color amongst the population, while few even rated it as their least favorite color. However, when asked to rate it on the scale, it was perceived to be a very Happy color by a large population. The color ‘silver’ is perceived to be a high-tech color, while blue and black are perceived to be highly attention grabbing, happy and high quality colors. Black and Blue were also rated as the most favorite color by both males and females. The color red is perceived to be a very happy and attention grabbing color. While the color ‘grey’ was high on the boring scale and people thought that this color would go unnoticed.

Other results show that Females are more attracted towards bright colors; this may explain the reasons for preferring SHELL corporate colors more and being loyal towards them.

When the respondents were asked if they were either satisfied or unsatisfied with corporate colors of SHELL and CALTEX, the results showed that most people were unsatisfied with corporate colors of CALTEX rather than Shell.

From the last two open ended questions the researcher concluded that people perceived corporate colors of CALTEX to be a little boring and dull. The colors that they mostly suggested for CALTEX were ‘bright’ or that CALTEX uses another color with red rather than using sea-green, like red and light blue, red and orange, red and green or even red and white. Some even said that they would like to see CALTEX change its color scheme over all and use the color white with a bright color such as bright purple, pink, blue, or green.

Some people who were unsatisfied with Shell’s color scheme thought shell should go for cooler colors rather than using such warm colors.

Recommendations

Marketers should consider their product's color, the color of packaging and any colors that are associated with the product, as part of their marketing strategy. These factors are well within the control of the marketer. Color meanings can also be created by marketers by pairing color with images that represent the qualities of the brand. Using color as a cue can be a potentially strong association, particularly when it is unique to a particular brand. However, even when firms share a color, consumers may develop a different set of associations based on the product because color is context specific. Firms may desire to use color as a point of differentiation and a trademark can help protect a brand's proprietary color and its related associations.

1) CALTEX should target female audiences because there percentage of female customers was less than that of SHELL. Females were more loyal to SHELL than CALTEX.

2) Females are attracted more by bright colors; CALTEX can make use of bright colors in order to attract female target audiences or non-loyal customers.

3) CALTEX can use the color ‘yellow’ to give a ‘happy’ image to their products and in other promotional materials.

4) Both the companies should minimize their use of color ‘GREY’, as people perceive this color to be low-tech, and boring.

5) Color ‘SILVER’ can be used by both the companies to give a high-tech image to the products or in the advertising campaigns etc.

6) ‘RED’ is rated as a happy, attention grabbing and a high quality color, therefore it should be used more to grab attention of the public as well as be prominently displayed in the logo or other promotional materials for consumers to make positive associations with the brand.

7) However, SHELL and CALTEX can use the colors Black and Blue to the maximum because these colors received the highest positive responses; as the favorite color as well as on the scale, both by males and females.

BIBLOGRAPHY

1. American Psychological Association; The findings were reported in the (May 2002) issue of the Journal of Experimental Psychology: Learning, Memory and Cognition, published by the American Psychological Association (APA)
2. Beatty, S.G., (1997), "*H-P goes in for a marketing makeover*", Wall Street Journal.
3. Bellizzi, J. A. & Crowley, A. E. (1983). The effects of color in store design. Journal of Retailing, 59, 21-45.
4. Birren, F. (1952). Your Color and Yourself. Sandusky: Prang Company Publishers.
5. 6) Birren, F., (1978), Color in Your World, Macmillan, New York, NY.
6. Costigan, K., (1984), "*How color goes to your head*", Science Digest, 24.
7. Clydesdale, F.M., (1993), "*Color as a factor in food choice*", Critical Reviews in Food Science and Nutrition, 33, 83-101.
8. Davidoff, J., (1991), Cognition through Color, The MIT Press, Cambridge, MA.
9. Eddie Chandler, (2004) Author of ‘The Psychology of Colors’.
10. Eysenck, H.J., (1941), "*A critical and experimental study of color preferences*", American Journal of Psychology, 54, 385-91.
11. Eysenck, H.J., (1981), "*Aesthetic preferences and individual differences*", O'Hare, D., Psychology and the Arts, Harvester Press, Brighton, Sussex, 76-101.

12. Felix A. Wichmann, Lindsay T. Sharpe, and Karl R, (2002).
13. Guilford, J. P. & Smith, P. C. (1959). A system of color-preferences. The American Journal of Psychology, 73 (4), 487-502.
14. Heath, R.P., (1997), "*The wonderful world of color*", Marketing Tools, http://www.demographics.com/publications/mt/97_mt/9710_mt?mt971022.tm.
15. Lee, S., Barnes, J.H., (1990), "*Using color preferences in magazine advertising*", Journal of Advertising Research, 25-30.
16. Luscher, M., Scott, I., (1969), The Luscher Color Test, Random House, New York, NY.
17. Meyers-Levy, J. and Peracchio, L. (1995) "Understanding the effects of color: how the correspondence between available resources affects attitudes," Journal of Consumer Research 22(September) 121-139.
18. McInnis, J. H. & Shearer, J. K. (1964). Relationship between color choices and selected preferences for the individual, Journal of Home Economics, 56,181-187.
19. Pantone, (1992), Pantone Color Preference Study, Pantone Inc.
20. Plater, G. (1967). Adolescent preferences for fabric, color, and design on usual task. Unpublished master's thesis, Indiana State College, Terre Haute, Indiana.
21. D. J. (1990). Role of color in perception of attractiveness. Perceptual and Motor Skills, 71, 151-160.
22. Kuller, R. (1976). The Use of Space--Some Physiological and Philosophical Aspects. Paper presented at the Third

International Architectural Psychology Conference, University Louis Pasteur, and Strasbourg, France.

23. Rouland, R.C., (1993), "*What colors are your school supplies?*" Direct Marketing, 60-2.
24. Trent, L., (1993), "*Color can affect success of products*", Marketing News, 27, 4.
25. Triplett, T., (1995, 1996), "Research probes how consumers rely on color for their purchases", Marketing News, 29, 18, 1 and "*Automotive color trends for new millennium*", Marketing News, 30, 20, 20-1.
26. White, Jan V., (April, 1997), *Color for Impact,* Strathmore Press.
27. Walsh, L.M., Toma, R.B., Tuveson, R.V., Sondhi, L., (1990), "*Color preference and food choice among children*", Journal of Psychology, 124, 645-53.
28. Xerox Corporation and International Communications Research, (March 7 2003). (Xerox.com)
29. www.Colorcom.com
30. www.4hb.com
31. www.webhome.idirect.com
32. www.colormatters.com
33. www.logosharx.com
34. www.uniques-unlimited.com

Appendix

QUESTIONNAIRE

General instructions: -

This questionnaire is aimed at studying the affects of color schemes used by businesses (CALTEX and SHELL) and its impact on consumers. Please fill in all the following questions according to your personal preferences.

Gender ☐ Male ☐ Female

Age ☐ 18-24 ☐ 25-35 ☐ 36-45

Profession ☐ Student ☐ Professional ☐ Others

Q # 1: Which corporate colors do you prefer or find more appealing?

CALTEX (Sea Green and Red) ☐

SHELL (Red and Yellow) ☐

Q # 2: Do you prefer dark color tones or light color tones?

Dark Colors ☐

Light Colors ☐

Q # 3 How would you rate the following colors on the given scale?

RED

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

YELLOW

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

SEA GREEN

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

WHITE

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

BLUE

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

BLACK

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

SILVER

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

GREY

a) Happy	3	2	1	0	1	2	3	**Boring**
b) Attention Grabbing	3	2	1	0	1	2	3	**would go Unnoticed**
c) High Quality	3	2	1	0	1	2	3	**Low Quality**
d) High-Technological	3	2	1	0	1	2	3	**Low-Technological**
e) Expensive	3	2	1	0	1	2	3	**Cheap**

List of Colors: - **RED, YELLOW, SEA GREEN, WHITE, BLUE, BLACK, SILVER and GREY**

Q # 4: Which is your most favorite color (from the colors listed above)?

_____ (please choose only one)

Q # 5: Which is your least favorite color?

_____ (please choose only one)

Q # 6: Are you loyal to?

CALTEX ☐

SHELL ☐

NONE ☐

Any other (Please Specify) _____

Q # 7: Which one would you go to if both were located right next to each other:

CALTEX ☐

SHELL ☐

Q # 8: With reference to your answer to Q # 7, was your preference based on the color scheme used by them?

YES ☐

NO ☐

Q # 9: Your choice for Q # 7 was based on:-

☐ Prices difference ☐ Attraction of the outlet

☐ Quality ☐ Better Services

☐ Variety ☐ Any other (specify) _____

Q # 10: Are you satisfied with the corporate colors used by SHELL and CALTEX.

SHELL	☐ Satisfied	☐ Unsatisfied
CALTEX	☐ Satisfied	☐ Unsatisfied

Q # 11: If you are NOT satisfied with the corporate colors used by SHELL or CALTEX then specify the colors of your choice.

SHELL _____

CALTEX _____

Q # 12: The reason behind suggesting the colors in Q # 11? (If so)

_____

_____

Thank you for your time :)