

## **Influence of Colour Identity and Brand Recognition on Consumer Purchasing Behaviour: A Special Reference to Packaging of Cadbury Chocolates**

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### **ABSTRACT**

This study explores the relationship between the colour identity and purchasing behaviour in the packaging of Cadbury chocolates. The study also analyses the role of colour purple in the brand recognition of Cadbury. Brand colour identity is an indication of brand recognition which is influenced by colour repetition in the packages of Cadbury that contributes in building brand identity. A quantitative research methodology in the form of an online survey is employed to test the hypotheses of the study.

**Keywords:** Colour identity, purchasing behaviour, Brand recognition

### **INTRODUCTION**

Advertising plays a vital role in providing brand knowledge thereby increasing brand awareness(as cited in Foroudi et al., 2017). Besides the basic protection purpose of packaging, it is used as a promotional tool for increasing the sales(Zekiri & Hasani, 2015) also serve as a promotional tool(Nilsson & Oström, 2005). Thus, packaging is a mean of advertising. A consumer in a market is exposed to numerous brand choices. Attractive and eye catching packages draws consumers attention, which can make the product impressive(as cited in Kumar & Augustine, 2019). In making a purchasing decision, extrinsic product cues of packages definitely helps the consumers when they are in a hurry(Hurley et al., 2013). Colour is a vital element among extrinsic brand-building cues(Westland, 2020). Many marketers consider colour as an important element which have influence on consumer perceptions and it can establish an effective visual identity to a brand (Batra, 2016). Consumers recognize the brand's colour more quickly rather than other elements like slogan or brand name(Jin et al., 2019). Colour being a tangible element of a brand creates a colour identity which contributes to brand identity. Brand identity is the unique characteristic that the brand's organizations seeks to identify and perceive itself in the market (Kumar & Augustine, 2019). Brand identity is built among the consumers by the organization through its branding and marketing strategies (as cited in Kumar & Augustine, 2019). There are several brands which use a single colour for all their promotions which takes many forms like advertisements, packaging, branding collaterals and so on. Certain colours are closely aligned to specific brands(Spence & Velasco, 2018). Sometimes this colour alignment happens when brands starts to bring a colour identity throughout their branding. Repetition of the colourcues establishes brand colour identity consumer's mind. Consumer's brand recognition can be dependent on visual cue of packages. Sales begins where the eye stops(as cited in Pieters et al., 2010). Colours sometimes take on a signature function(Spence & Velasco, 2018) for brand recognition. Cadbury among the well-established confectionery brands has been using the colour purple for its chocolate wrappers since the early 20<sup>th</sup> century(*Cadbury Loses Legal Fight over Use of Colour Purple - BBC News*, n.d.). The goal of colour marketing is to promote the brand, to differentiate itself from the competitors, stimulate consumers' emotions, to induce purchase decisions and ultimately to increase company's profit (Jin et al., 2019). Cadbury's won the sole right to use Pantone 2685C for chocolate bars and drink

packaging. The brand also comes up with adverts where the trademarked purple remained as a backdrop. Cadbury's tried to tie the colour purple to its products in the consumer's mind (*Can You Trademark a Colour?*, n.d.). The study examines relationships between colour identity, brand recognition and purchasing behaviour in particular to the brand Cadbury's. Previous studies on consumer behaviour and brand identity have used qualitative as well as quantitative methods. The current study specifically examines the purple colour packages of the brand Cadbury to the generalised relation of brand colour and its influence on purchasing behaviour. As previous literature has proven the influence of packaging colour on consumer behaviour, this research seeks to extend the knowledge through the packages of Cadbury chocolates.

## REVIEW OF LITERATURE

### Colour identity and brand identity

According to Seher et al. (2012), colour is one of the key component which the advertiser or marketers think of, on working with a new advert. This statement is supported by an implication in the study of (Kauppinen-Räsänen & Luomala, 2010) which states when launching a new brand, the colour must be carefully considered. Foroudi et al.(2014) identifies colour as one of the main brand element which designs brand's visual identity and brand communication (Kauppinen-Räsänen & Luomala, 2010).

### Colour and brand recognition

Hurley et al.(2013) states that colours affect perception at the point of purchase. The study also found consumers are not even aware of the impact of packaging colour as the messages are built unconsciously or semiconsciously.

Solar(2018) states colours reflect branding even if they present it text less. The current study addresses this statement to examine the power of colour purple in recognising the brand Cadbury through its campaign 'Donate you words' where Cadburys Dairy Milk chocolate wrapper appeared in the market leaving the plain purple colour.

Once the colour of a brand sticks to consumer's mind, brand recognition might become an easier task. For a loyal consumer, the process of brand identification is simpler as they repeatedly see a specific colour on purchasing the brand's products. Colour of the packages must grab the attention of consumers. The marketers and advertisers probably chose a specific colour based on strategies or colour meanings.

A study of (Kauppinen-Räsänen & Luomala, 2010) acknowledges package as mean of attracting attention and a mode of communication and colours stored in our memory draw voluntary attention.

### Colour and purchasing behaviour

Purchasing behaviour depends upon the perception of products in the mind consumers (Seher et al., 2012). Hurley et al.(2013) suggests that colour is a visual stimulus which influences consumer behaviour in many ways and it is sometimes used as a strategic packaging cue. According to Kumar & Augustine (2019), colour of the product packages has a positive influence on the purchasing behaviour of consumers. Thus, packages of Cadbury chocolates might be an influential factor of purchasing behaviour among consumers.

Colour acts as a medium of communication and a fundamental element of brand and marketing communications induces moods and emotions, impacts consumer behaviour and perceptions.

From the literature reviewed, the following research questions were framed:

RQ1: How is the purchasing behaviour influenced in regard to purple colour packages of Cadbury chocolates?

RQ2: What is the role of colour in the recognition of Cadbury chocolates among consumers?

## RESEARCH METHODOLOGY

### Statement of the problem

This study analyses the usage of purple colour in Cadbury packages as an element of brand identity as well as a factor influencing purchasing behaviour.

### Significance of the study

This study aims to give an understanding of how the chain of colour identity and brand recognition influences the purchasing behaviour among the consumers of Cadbury chocolates in regard to packages.

### Objectives

- To analyse the purchasing behaviour with respect to colour of Cadbury chocolate's packages
- To examine the brand colour identity and its role in the recognition of the Cadbury chocolates

### Hypothesis

- $H_1$ : Colour plays a huge role in the purchasing behaviour of consumers in Cadbury chocolates
- $H_0$ : Colour does not play any role in the purchasing behaviour of consumers in Cadbury chocolates

### Research methodology

The primary data for this study was collected using quantitative method in the form of an online survey using Google forms. 163 samples were randomly collected from a population of age 15 or above and the sampling technique used is stratified random sampling. The questionnaire was distributed among four different age groups; 15-17, 18-22, 23-25 and 26 or above. The questionnaire consists of 21 questions and these questions explore how the people recognise the brand Cadbury with respect to the colour. Previous studies on brand colour identity and buying behaviour have been taken as the foundation for making the study effective. The software tool to be used in the study is SPSS.

**Dependent Variable:** Purchasing behaviour, brand recognition

**Independent Variable:** Colour

## RESULTS

**Table 1.1. Do you purchase branded sweet and confectionery products?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Often	2	1.2	1.2	1.2
Rarely	21	12.9	12.9	14.1
Sometimes	57	35.0	35.0	49.1
Yes	83	50.9	50.9	100.0
Total	163	100.0	100.0	

According to the survey results, 50.9% used to purchase branded sweet and confectionery products, 35% of the respondents' purchase it sometimes based on their needs and 1.2% often purchase this.

**Table 1.2. Do you prefer any of these brands while purchasing sweet and confectionery products?**

	Frequency	Percent	Valid Percent	Cumulative Percent
All the above	1	.6	.6	.6
Amul	29	17.8	17.8	18.4
Cadbury	104	63.8	63.8	82.2
Galaxy dark chocolates and other swiz products	2	1.2	1.2	83.4
Lindt	1	.6	.6	84.0
Nestle	21	12.9	12.9	96.9
Parle	5	3.1	3.1	100.0
Total	163	100.0	100.0	

The data shows 63.8% of the respondents prefer Cadbury and only 0.6% prefers Lindt while purchasing sweet and confectionery products.

**Table 1.3. Can you associate colour purple to any of the brands given below?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Amul	10	6.1	6.1	6.1
Cadbury	130	79.8	79.8	85.9
Nestle	18	11.0	11.0	96.9
Nil	2	1.2	1.2	98.2
None	1	.6	.6	98.8
Parle	2	1.2	1.2	100.0
Total	163	100.0	100.0	

According to the survey results, 79.8% of the respondents associate the colour purple to Cadbury and 1.2% associates it to Parle.

**Table 1.4. Can you identify the wrapper colour of Cadbury Dairy Milk?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Blue	22	13.5	13.5	13.5
Golden	38	23.3	23.3	36.8
Purple	102	62.6	62.6	99.4
Red	1	.6	.6	100.0
Total	163	100.0	100.0	

The results shows 62.6% of the respondents says the wrapper colour of Cadbury Dairy Milk is purple and only 0.6% says it's red.

**Table 1.5. Does packaging influence you to choose a brand?**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	20	12.3	12.3	12.3
Rarely	18	11.0	11.0	23.3
Sometimes	76	46.6	46.6	69.9
Yes	49	30.1	30.1	100.0
Total	163	100.0	100.0	

Based on the results of finding influence of packaging in choosing a brand, 30.1% of the respondents chose 'Yes' and 46.6% opted 'sometimes'.

**Table 1.6. Do you find packaging of Cadbury products appealing?**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	13	8.0	8.0	8.0
Rarely	11	6.7	6.7	14.7
Sometimes	42	25.8	25.8	40.5
Yes	97	59.5	59.5	100.0
Total	163	100.0	100.0	

The above data shows Cadbury packages are appealing since 59.5% of the respondents has opted for 'yes' and 25.8% opted 'sometimes'.

**Table 1.7. Can you relate this wrapper to any of the brands given below?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Amul	5	3.1	3.1	3.1
Cadbury	151	92.6	92.6	95.7
Nestle	4	2.5	2.5	98.2
Parle	3	1.8	1.8	100.0
Total	163	100.0	100.0	

92.6% of the respondents related the image of plain purple wrapper to Cadbury while 3.1% of the respondents relate it to Amul.

**Table 1.8. Can you relate this wrapper to any of the products given below?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Cadbury Dairy Milk	159	97.5	97.5	97.5
Nestle Munch	2	1.2	1.2	98.8
Parle Hide & Seek	2	1.2	1.2	100.0
Total	163	100.0	100.0	

A plain purple wrapper of Cadbury Dairy Milk with image of one and a half glass of milk was also inserted in the questionnaire and was asked to relate the wrapper to different brands. The data shows the 97.5% of the respondents opted Cadbury Dairy Milk, 1.2% respondents says it's Nestle Munch and the rest 1.2% says the wrapper relates to Parle Hide & Seek.

**Table 1.9. Which is the element of the wrapper that helps you identify Cadbury Dairy Milk?**

	Frequency	Percent	Valid Percent	Cumulative Percent
	4	2.5	2.5	2.5
Brand and model	1	.6	.6	3.1
Colour	101	62.0	62.0	65.0
Shape	2	1.2	1.2	66.3
Two glasses of milk	55	33.7	33.7	100.0
Total	163	100.0	100.0	

The data shows 62% of the respondents identified the wrapper of Cadbury Dairy Milk through its wrapper colour, 33.7% through the illustration of one and half glass milk and 1.2% through the shape of wrapper.

**Table 1.10. Why is the colour purple used in Cadbury repeatedly?**

	Frequency	Percent	Valid Percent	Cumulative Percent
For the primary purpose of giving colour to a design	12	7.4	7.4	7.4
Purple is the concept behind	1	.6	.6	8.0

wealth				
The colour is attractive	38	23.3	23.3	31.3
The colour is used as a selling strategy	15	9.2	9.2	40.5
To create an identity	97	59.5	59.5	100.0
Total	163	100.0	100.0	

59.5% of the respondents say that purple colour is used in Cadbury to create an identity and 23.3% respondents say the colour is attractive.

## ANALYSIS/FINDINGS

- Most of the respondents were the consumers of branded sweet and confectionery products which ensure the reliability of data and gave a positive wave to proceed with the research.
- Majority(63.8%) of the respondents prefer the brand Cadbury which definitely enhance the study of purchasing behaviour with respect to Cadbury chocolates. Cadbury being a well-established brand maintains consumer confidence.
- 79.8% of the respondents easily associated colour purple to brand Cadbury even without showing the wrapper and 92.6% of the respondents associated the plain purple wrapper to Cadbury which shows colour purple has created an identity to the brand Cadbury.
- The reason for colour repetition in Cadbury packages is the brand's strategic usage of colour to create identity. 59.5% of the respondents support the statement.
- Packages acts as an element of influence in choosing a brand. Most of the respondents (59.5%) say Cadbury packages are appealing. This means both package and its colour equally influences buying behaviour.
- Majority (62%) of the respondents identified the brand Cadbury with its distinctive extrinsic purple colour cue of package and this shows the colour is enough for the people to identify the brand.

## DISCUSSION AND CONCLUSION

The results indicate that purple colour package of Cadburys means a lot. The results also agree to the study of Jin et al.(2019) that brand associations plays a stronger role in brand self-identification since consumers associates colour purple to Cadburys simply by its name. The findings of this study support Seher et al.'s (2012) statement that attractive colours in food packaging sheds a positive impact on consumer's mind and purchasing behaviour. The product packages itself is forming brand identity also do deliver necessary information (Kumar & Augustine, 2019). This study also reveals that colour alone can establish the brand identity since consumers could connect even a plain purple wrapper to Cadburys. The current study contributes to the existing literature in many ways. Generalised associations of various brand package attributes are proved with a case of Cadbury chocolate packages.

Cadbury has launched a campaign 'Donate your words' in UK focusing the old people who often go a whole week without speaking to anyone at all. The brand made a smart move to grab the attention of public by removing all the words from the package of its iconic Dairy Milk bar leaving the plain purple colour with image of one and a half glass of milk and for each bar sold 30p was donated to Age UK (The Power of Packaging: Cadbury's Age UK 'Donate Your Words' Campaign, n.d.). This wrapper was also inserted in the questionnaire and was asked to relate the wrapper to different brands. 97.5% have opted Cadbury Dairy Milk which shows it was very easier for the respondents to recognise the brand. An image of the wrapper of Cadbury Dairy milk was edited in Adobe Photoshop CS6 which removed all the design elements leaving the wrapper colour alone. The resulted image was inserted in the questionnaire and the respondents were asked to relate the wrapper to any of the brands. The above table shows 92.6% of the respondents easily identified the brand Cadbury.

Visual identity plays a vital role in brand identification. Purple colour package of Cadbury being a visual cue enhance brand recognition. Selling a brand can take many ways, but selling it through a colour cue will make the process wiser and easier.

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