

The Influence of Clothing Logo Color on Consumers' Green Purchase Intention

Yi-Dan Zhang^a, Xiao-Feng Jiang^{a,b,*}

^a*College of Textile and Clothing Engineering, Soochow University, Suzhou, Jiangsu 215006, China*

^b*National Engineering Laboratory for Modern Silk, Soochow University, Suzhou, Jiangsu 215123, China*

Abstract

As a visual symbol of information, brand identity influences consumers' perception of brand image and their purchase intention. However, few literatures have examined the influence of brand identity color on consumers' purchase intention. The present study takes the green brand logo of clothing as a stimulus material to explore the green symbol of its color and the influence of consumers' green consumption intention. The results show that (1) the color of clothing brand logo has a significant impact on consumers' green consumption intention. Consumers have the strongest purchase intention aroused by green clothing brand logos, and the weakest purchase intention aroused by red and purple clothing brand logos. (2) Consumers have the strongest purchase intention provoked by dark-colored clothing brand logos, and the weakest purchase intention provoked by light-colored clothing brand logos; (3) Green purchase intention is highly correlated with the symbol of clothing brand logo color.

Keywords: Brand identity; Color; Brand image relevance; Green purchase intention

1 Introduction

Brand identity refers to the name or logo that distinguishes a brand from others [1]. It consists of visual elements like graphics, size and color [2], usually combining these components with fonts to create a distinct and recognizable image.

Logo color is instrumental in enabling enterprises to convey their brand image [3]. By utilizing specific colors in logos, they can effectively communicate their brand's attributes and mission to consumers, thereby enhancing brand recognition and recall. Research indicates that consumers exhibit a high degree of consistency in associating certain logo colors with particular brand characteristics. For example, blue and brown are commonly associated with the characteristics of protection and warmth, while pink and yellow are linked to joy, imagination and energy [4]. Mad-den et al. [5] found that certain colors in the logo, such as blue and white, have similar meanings

*Corresponding author.

Email address: xfjiangsz@163.com (Xiao-Feng Jiang).

in various countries, whereas other colors like black and red have significantly different meanings and associations. Klink [6] pointed out that brand names with letters S, F, V and C were more compatible with light-colored and angular brand logos. In a study by Bresciani and Ponte [7], 93 consumers were asked to classify brand logos, and the findings revealed that they would classify brand logos according to black and white color schemes, showing a distinct preference black and white logos.

Logo color also affects consumers' perceptions of eco-friendliness. Brand identity color, as an external cue, can evoke the environmental orientation of an enterprise's products [8]. Consumers tend to associate natural colors, such as green or blue in natural landscapes, with brands and products with a sustainable image. In general, green is often used to signify environmental concerns. For example, the famous coffee brand Starbucks incorporates green in its logo to emphasize the brand's commitment to environmental protection. Existing literature has shown a close relationship between the color green and consumers' environmental awareness [9]. Sundar and Kellaris [10] found that the incorporating of eco-friendly colors such as green and blue into the logo enhances consumers' perception of the retailer as environmentally conscious and more ethical. Ranaweera [11] discovered that logos with high eco-friendly colors make consumers perceive retailers as more environmentally responsible, thereby encouraging green consumption behaviors. Similarly, Lim et al. [12] found that green, associated with environmental friendliness, fosters positive attitudes and purchase intentions towards eco-friendly products by heightening consumers' environmental awareness [13, 14]. In addition, Pichierri [15] demonstrated that color saturation is also one of the factors affecting green consumption. Consumers tend to unconsciously associate products with low saturation colors as being more environmentally friendly, which increases their trust in green products.

In the realm of corporate communication dynamics, brand identity assumes a pivotal function, per scholarly research findings [16]. As an integral component of a firm's visual narrative [17], it serves as a vital force in constructing a favorable brand persona [18] and provoking favorable consumer responses [19], thereby fostering enhanced business outcomes. Functioning as a cornerstone of mass communication, brand identity strategically disseminates information through the creation of distinctive visuals and engagement of cognitive mechanisms like associative thinking and recognition [20].

The current landscape witnesses a growing appreciation of brand identity as a core differentiator for organizational prowess [16]. Its multifaceted impact extends beyond aesthetics; it shapes a distinctive brand identity, boosts consumer acquisition intentions, bolsters brand loyalty, and fortifies the emotional bond between companies and their clientele [18, 19]. Ultimately, this solidifies the competitive edge of organizations and contributes to optimizing their operational efficiency at a systemic level [16]. In today's highly competitive marketplace, the strategic management and development of brand identity are instrumental in securing long-term business success.

How to choose the color of the brand logo? Should we use colors that can highlight the uniqueness of the brand or colors that can highlight the green image of the enterprise? At present, no literature has been found to study which brand logo color can better stimulate consumers' green consumption willingness. This article intends to study the impact of brand logo color on consumers' green consumption willingness from the perspective of consumer perception, and introduce green involvement to explore the moderating effect of green involvement in the process of brand logo color's impact on green consumption willingness. The results of this study have certain guiding significance for enterprises to carry out green marketing. Through the clever use of