



**THE SURVEY OF COLOR IN A LOGO:
FOCUSING ON BRAND'S PERSONALITY**

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TABLE OF CONTENTS

	PAGE
DECLARATION OF ORIGINAL WORK	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii-v
LIST OF FIGURES AND TABLES	vi
ABSTRACT	vii
CHAPTER 1 INTRODUCTION	1
1.1 PROBLEM STATEMENT	2
1.2 RESEARCH QUESTIONS	2
1.3 RESEARCH OBJECTIVES	2
1.4 HYPOTHESES	3
1.5 SCOPE OF STUDY	3
1.6 SIGNIFICANCE OF STUDY	3
1.7 LIMITATION OF STUDY	3-4
CHAPTER 2 LITERATURE REVIEW	5
2.1 INTRODUCTION	5
2.2 COLOR	5-6
2.2.1 ROLES COLOR PLAY	6-7
2.3 BRAND PERSONALITY	7-9

CHAPTER 3	RESEARCH METHODOLOGY	10
	3.1 INTRODUCTION	10
	3.2 RESEARCH DESIGN	10
	3.3 DATA COLLECTION METHOD	10
	3.3.1 PRIMARY DATA	10
	3.3.2 SECONDARY DATA	11
	3.4 SAMPLING DESIGN	11
	3.5 DATA ENTRY AND DATA PROCESSING	11
CHAPTER 4	DATA FINDINGS AND ANALYSIS	12
	4.1 INTRODUCTION	12
	4.2 RESEARCH CONTENTS AND ANALYSIS	12
	4.2.1 DESCRIPTION OF THE SAMPLE	12-17
	4.3 RELIABILITY ANALYSIS	18
	4.4 FINDINGS FOR HYPOTHESIS 1	19-27
	4.4.1 CONCLUSION	27
	4.5 FINDINGS FOR HYPOTHESIS 2	28-33
	4.5.1 CONCLUSION	33
CHAPTER 5	CONCLUSION AND RECOMMENDATIONS	34
	5.1 DISCUSSION OF FINDINGS	34-35
	5.2 FUTURE RESEARCH SUGGESTIONS	35

ABSTRACT

The goal of this study was to (1) identify brand's personality from the color being used in a logo, (2) examine color's associations that consumers make from the color used in a logo, and (3) to study the level of appropriateness of color in a logo. The participants were recruited for the study through the technique of snowball sampling via Facebook. The survey was distributed over the course of three weeks and 249 usable responses were collected. Furthermore, the data of this study are collected by using two methods which are primary and secondary data. In line with that, this study also using Statistical Package for Social Science (SPSS) software in order to analyze the data that have been collected. For hypothesis one, the findings of this study shows that participants do not apply conventional color associations to colors that were used within a logo. While for hypothesis two, participants are associating several of 42 personality traits that are defined by Aaker (1997) with 6 colors that have been used in this study which are blue, green, pink, red, yellow and purple. The findings shows that color blue are attributed with feminine trait, color green with down-to-earth trait, color pink with technical trait, color red with sincere trait, color yellow with charming trait and color purple with cool trait. Therefore, color in logos plays a significant role in the way in which the consumers perceive a brand's personality, create an association and to be able to measure the appropriateness.