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

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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]. Madden et al. [5] found that certain colors in the logo, such as blue and white, have similar meanings

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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 fingings 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

brand colors, consumers' green recognition and willingness to consume can be improved, thereby promoting the development of green consumption in China.

2 Experiment

2.1 Materials

In Figure 1, the letters in the first row represent abbreviations for specific color tones as defined by the Practical Color Coordinate System (PCCS). Specifically, "p" stands for pale, "sf" for soft, "b" for bright, "v" for vivid, "dp" for deep, and "dk" for dark. Using the PCCS color system, six basic colors—red (v2), orange (v6), yellow (v8), green (v12), blue (v18), and purple (v22)—were selected. These colors were then applied to six different tones: pale, soft, bright, vivid, deep, and dark, resulting in a total of 36 colors. These selected colors were then placed on ten brand logos. The brands are Romon, Bono, Bosideng, Aoyang, Tries, Septwolves, Sunshine, Luthai, Paishen, and Firs. Figure 1 shows Bono's logo as an example, demonstrating how it appears across different hue and tone levels. The background is white, and the image size is 600 × 900 pixels. All images were processed using CorelDRAW, resulting in a total of 390 stimulus images.

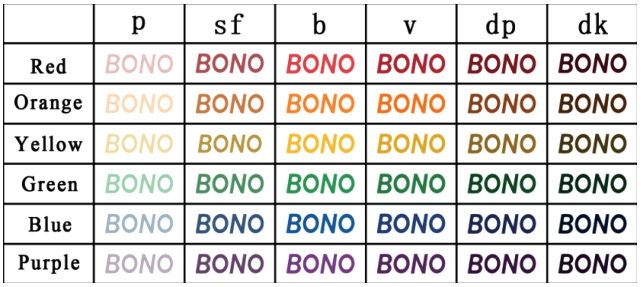


Fig. 1: An example of green clothing brand logos with different hue and tone levels

2.2 Participants

Sixty graduate and undergraduate students (aged 18-27 years old) of different majors were selected for the experiment. All subjects had normal vision or normal correction, were physically and mentally healthy, were right-handed, volunteered to participate in this experiment, and had never participated in any similar experiment before.

2.3 Procedure

The experiment was performed on a computer equipped with E-Prime2.0 software, which covers functions from experiment generation to data collection and preliminary analysis with millisecond accuracy, with multiple multifunctional extension packages. The experimental program is designed in E-studio and then run in E-Run. Ten pictures were used to familiarize the subjects with the experimental procedure before the formal experiment. The subjects sat in a chair about 60 cm away from the center of the monitor and began the formal experiment after reading the instructions. At the beginning of the experiment, the "+" fixation point appeared first to remind the subjects to start the experiment, and the presentation time was 100 ms, and then there was

a white screen of 400 ms. Different brand logos in specific colors were randomly presented to participants, each for 600 ms. Participants rated each logo on a scale from 1 to 5, where higher scores indicated greater consistency between the logo color and green symbolic evaluation or purchase intention: 1 (Extremely Inconsistent), 2 (Inconsistent), 3 (Neutral), 4 (Consistent), and 5 (Extremely Consistent). After the reaction, random interval of 500∼700 ms, and then proceed to the next trial. The entire experiment consisted of 390 color stimulus images and lasted about 15 minutes. At the end of the experiment, the E-Prime program automatically records the evaluation data of the test subjects.

3 Results and Discussion

3.1 Green Symbolic Evaluation of Clothing Logo Color

Figure 2 shows the means of the symbolic evaluation of green sustainability under different hue and tone logo colors. The data demonstrate that green logos exhibit the highest symbolic scores among the six hue analyzed. Specifically, the mean scores for green logos are followed by blue, orange and yellow logos except the p tone ones, while red and purple logos consistently showed the lowest scores across all tones. Higher scores indicate stronger green symbolism. The data suggest that green logos possess the strongest green symbolism across all hues. Moreover, darker-colored logos tend to evoke stronger green symbolism, whereas lighter-colored logos are associated with weaker green symbolism.

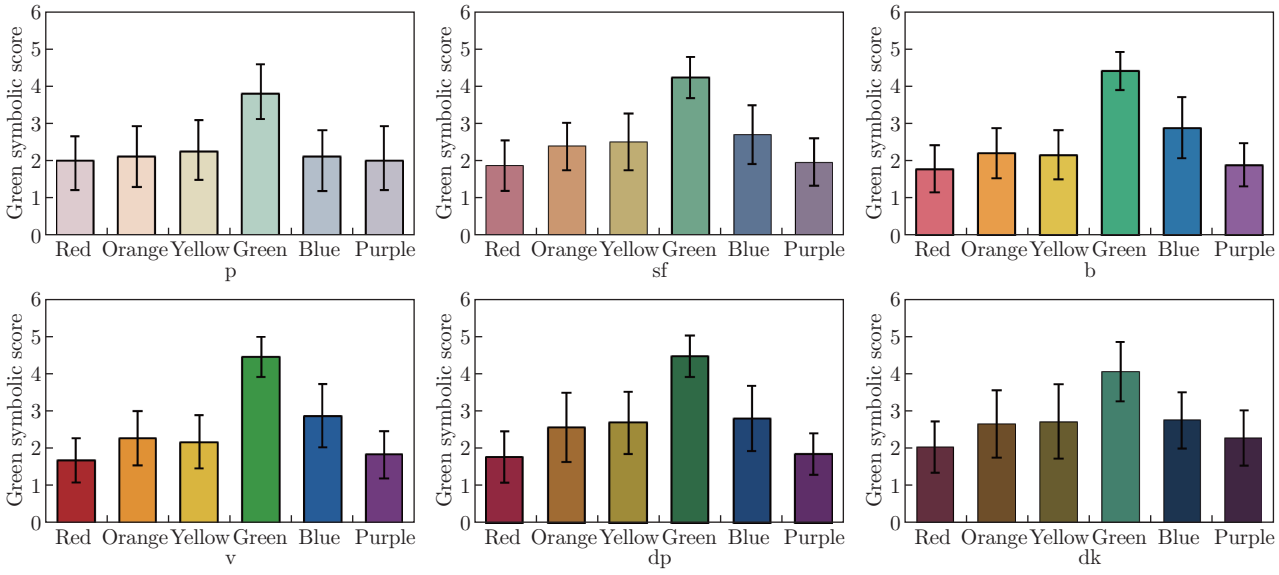


Fig. 2: Mean and standard deviation for green symbol

A repeated measures analysis of variance to test for significant differences in green symbolic scores across different hues and tones of the logos. Table 1 indicates significant main effects for the hue of green symbol in logos $[F(1, 59) = 8.00, p = 0.000]$ and for the tone of green symbol $[F(1, 59) = 197.15, P = 0.000]$. Besides, there was interaction effects between hue and tone of green symbol $[F(1, 39) = 8.70, P = 0.000]$. These results indicate that there are indeed significant differences in the green symbolic scores based on the hue and tone of the logos. Specifically, post-hoc comparisons using the Bonferroni correction revealed that the mean scores for red and purple

Table 1: Analysis of variance table of green symbol under different hues and tones

Source	SS	df	MS	F	p
Hue	25.32	2.18	11.60	8.00	0.000**
Tone	1 041.75	3.47	299.98	197.15	0.000**
Hue* Tone	54.97	11.48	4.79	8.70	0.000**

** indicates significant correlation at the 0.01 level.

logos were significantly lower than those for green logos across all tones ($p < 0.05$). Moreover, the color and tone of a logo significantly influence consumers' perceptions of green symbolism, with green hues being the most effective, while red and purple logos elicit the weakest perceptions. Table 2 indicates that in the pale (MD = −0.862, $p < 0.001$) and soft (MD = −0.446, $p = 0.002$) tones, green scores significantly lower, reflecting less favorable perceptions. Similarly, in the Bright tone, green remains significantly lower (MD = −0.813, $p < 0.001$) and orange is viewed more positively (MD = 0.558, $p < 0.001$). The vivid tone shows no significant difference for green (MD = −0.037, $p = 0.711$), indicating neutrality. In contrast, the deep tone presents a significantly higher perception of green (MD = 0.813, $p < 0.001$), and the dark tone reveals that green scores significantly lower (MD = −0.540, $p = 0.011$) while purple scores significantly higher (MD = 0.719, $p < 0.001$). These significant differences demonstrate that the perception of green varies notably across different hues.

3.2 The Influence of Clothing Brand Logo Color on Green Purchase Intention

Figure 3 illustrates the mean green purchase intention of subjects exposed to logos with different hues and tones. As shown in Figure 3, logos featuring green hues consistently elicit the highest

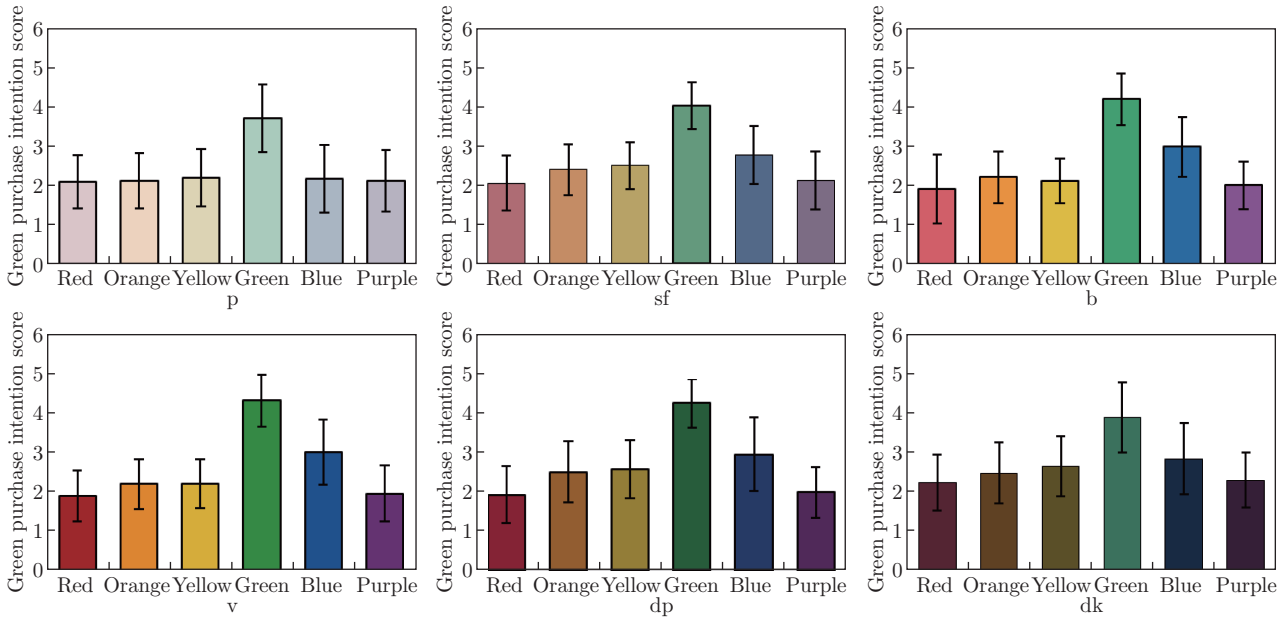


Fig. 3: Mean and standard deviation for green purchase intention

Table 2: Comparative analysis of the dependent variables of the green symbolic score across different hues

Model	Dependent variable		MD	SD	p^*	95% Confidence	
						Lower	Upper
pale	p2	p6	0.509*	0.131	0.001	0.242	0.776
		p8	−0.049	0.131	0.711	−0.316	0.218
		p12	−0.862*	0.131	0.000	−2.129	−1.595
		p18	−0.321*	0.131	0.020	−0.589	−0.055
		p22	0.397*	0.131	0.005	0.131	0.664
soft	sf2	sf6	0.112	0.131	0.399	−0.155	0.378
		sf8	−0.397*	0.131	0.005	−0.664	−0.131
		sf12	−0.446*	0.131	0.002	−0.713	−0.180
		sf18	−0.259*	0.131	0.000	−2.526	−1.993
		sf22	−0.719*	0.131	0.000	−0.986	−0.453
bright	b2	b6	0.558*	0.131	0.000	0.291	0.825
		b8	0.049	0.131	0.711	−0.218	0.316
		b12	−0.813*	0.131	0.000	−2.080	−1.547
		b18	−0.273*	0.131	0.045	−0.540	−0.006
		b22	0.446*	0.131	0.002	0.180	0.713
vivid	v2	v6	−0.509*	0.131	0.001	−0.776	−0.242
		v8	−0.558*	0.131	0.000	−0.825	−0.291
		v12	−0.037*	0.131	0.000	−2.638	−2.105
		v18	−0.831*	0.131	0.000	−1.098	−0.564
		v22	−0.112	0.131	0.399	−0.378	0.155
deep	dp2	dp6	0.371*	0.131	0.000	2.105	2.638
		dp8	0.862*	0.131	0.000	1.595	2.129
		dp12	0.813*	0.131	0.000	1.547	2.080
		dp18	0.540*	0.131	0.000	1.274	1.807
		dp22	0.259*	0.131	0.000	1.993	2.526
dark	dk2	dk6	0.831*	0.131	0.000	0.564	1.098
		dk8	0.321*	0.131	0.020	0.055	0.589
		dk12	0.273*	0.131	0.045	0.006	0.540
		dk18	−0.540*	0.131	0.000	−1.807	−1.274
		dk22	0.719*	0.131	0.000	0.453	0.986

* The significance level of the mean difference is 0.05.

green purchase intention scores among the six hues analyzed, demonstrating the strongest influence on green purchase intention across all tone variations. This trend aligns with the green symbolic scores, with green logos being followed by blue, orange, and yellow (except for p-tone logos) in eliciting higher green purchase intentions. In contrast, red and purple logos provoke

the weakest green purchase intention across all tone variations. Additionally, logos in dark tones tend to evoke the strongest purchase intentions, while those in light tones generate the weakest. The data highlights a significant variation in purchase intentions based on the different hues and tones of the logos.

The data were further submitted to repeated analysis of variance measurement. Table 3 indicates significant main effects for the hue of green purchase intention in logos $[F(1, 59) = 8.00, p = 0.000]$ and for the color of green purchase intention $[F(1, 59) = 197.15, P = 0.000]$. Besides, there was interaction effects between hue of green purchase intention and color of green purchase intention $[F(1, 39) = 8.70, P = 0.000]$. The interaction effect suggests that the combination of hue and color can either enhance or diminish the effect of each individual factor on purchase intentions. Table 4 presents the comparative analysis of the green purchase intention scores across various hues, categorized into different tone. In the pale tone, green scores significantly lower than red (MD $= -0.740$, $p < 0.001$), while in the deep tone, green scores significantly higher than red (MD $= 0.683$, $p < 0.001$).

Table 3: Analysis of variance table of green purchase intention score for different hue and tone logos

Source	SS	df	MS	F	p
Hue	25.32	2.18	11.60	8.00	0.000**
Color	1 041.75	3.47	299.98	197.15	0.000**
Hue*Color	54.97	11.48	4.79	8.70	0.000**

**indicates significant correlation at the 0.01 level.

3.3 The Relationship between the Symbol of Clothing Logo and Green Purchase Intention

The Pearson correlation analysis was conducted to examine the relationship between the green symbols in clothing brand logos and the evaluation of green purchase intention across two dimensions. As shown in Table 5, there is a positive correlation between green symbol and green consumption intention evaluation ($P < 0.01$), showing a significant correlation.

3.4 The Impact of Color Tone on Green Correlation and Perceived Reaction Time of Green Consumption Intention

A different hue

The graph shows the mean green correlation reaction time of participants under different color tone conditions. The shorter the time, the stronger the impact of green correlation on perceived consumption intention. From the graph, it can be observed that the mean values of the green tones b, v, sf, and dp are the lowest. The purple color tone has the lowest mean value, while the red color tone in the dk color tone has the lowest mean willingness time.

Repeated measures ANOVA was conducted on the reaction time results of different shades of green, as shown in the table. Color types have significant main effects, $F = 3.914\,5$, $P = 0.006\,3$,

Table 4: Comparative analysis of the dependent variables of the green purchase intention score across different hues

Model	Dependent variable		MD	SD	p*	95% Confidence	
						Lower	Upper
pale	p2	p6	0.298	0.122	0.021	0.049	0.547
		p8	−0.057	0.122	0.644	−0.306	0.192
		p12	−0.740	0.122	0.000	−1.990	−1.492
		p18	−0.466	0.122	0.001	−0.715	−0.217
		p22	0.233	0.122	0.066	−0.016	0.482
soft	sf2	sf6	0.065	0.122	0.598	−0.184	0.314
		sf8	−0.233	0.122	0.066	−0.482	0.016
		sf12	−0.289	0.122	0.024	−0.539	−0.041
		sf18	−0.973	0.122	0.000	−2.223	−1.725
		sf22	−0.699	0.122	0.000	−0.948	−0.450
bright	b2	b6	0.355	0.122	0.007	0.106	0.604
		b8	0.057	0.122	0.644	−0.192	0.306
		b12	−0.683	0.122	0.000	−1.933	−1.435
		b18	−0.409	0.122	0.002	−0.658	−0.160
		b22	0.289	0.122	0.024	0.041	0.539
vivid	v2	v6	−0.298	0.122	0.021	−0.547	−0.049
		v8	−0.355	0.122	0.007	−0.604	−0.106
		v12	−0.038	0.122	0.000	−2.288	−1.790
		v18	−0.764	0.122	0.000	−1.013	−0.515
		v22	−0.065	0.122	0.598	−0.314	0.184
deep	dp2	dp6	0.038	0.122	0.000	1.790	2.288
		dp8	0.740	0.122	0.000	1.492	1.990
		dp12	0.683	0.122	0.000	1.435	1.933
		dp18	−0.274	0.122	0.000	1.026	1.524
		dp22	0.973	0.122	0.000	1.725	2.223
dark	dk2	dk6	0.764	0.122	0.000	0.515	1.013
		dk8	0.466	0.122	0.001	0.217	0.715
		dk12	0.409	0.122	0.002	0.160	0.658
		dk18	−0.274	0.122	0.000	−1.524	−1.026
		dk22	0.699	0.122	0.000	0.450	0.948

* The significance level of the mean difference is 0.05.

There is a significant difference in the perceived reaction time among the six color categories. The color grade has a significant impact on the type and color of the color, $F = 1.186\,0$, $P = 0.317\,7$, The interaction effect between color grade and color type is significant, $F = 1.593\,9$, $P = 0.107\,7$.

Table 5: Correlation analysis of brand logo symbol and green purchase intention

Source	M	MD	green symbolic	green purchase intention
green symbol	2.56	0.35	1.00	
green purchase intention	2.56	0.33	0.853**	1.00

**indicates significant correlation at the 0.01 level.

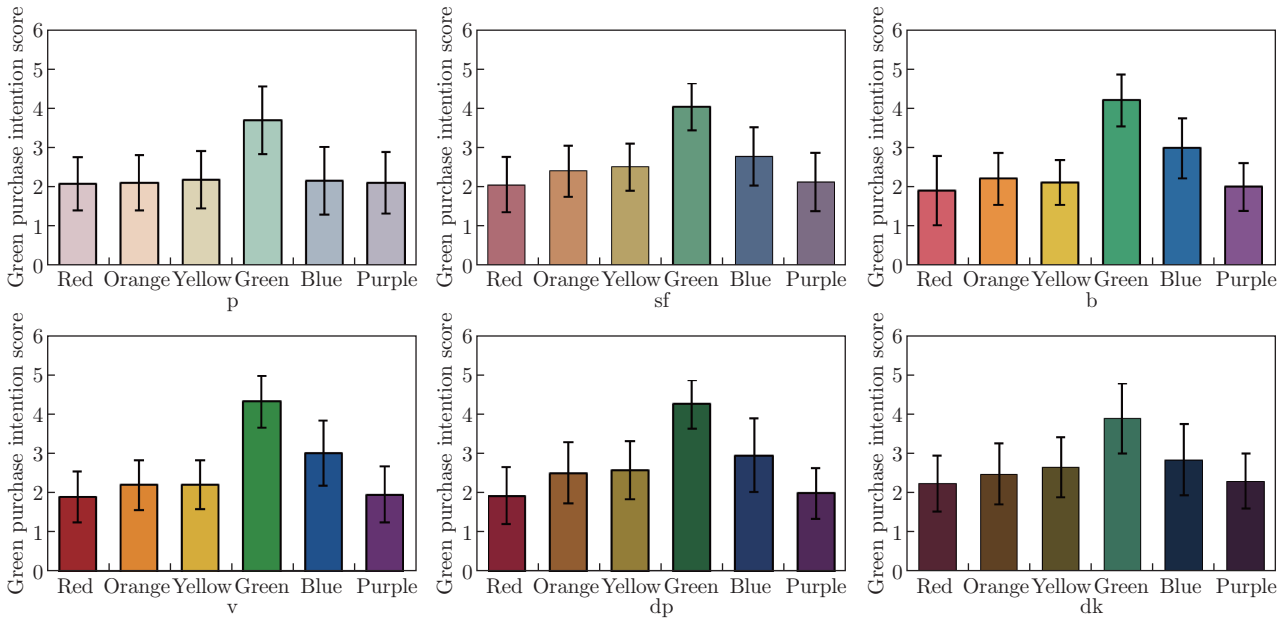


Fig. 4: Mean and standard deviation for green symbol time

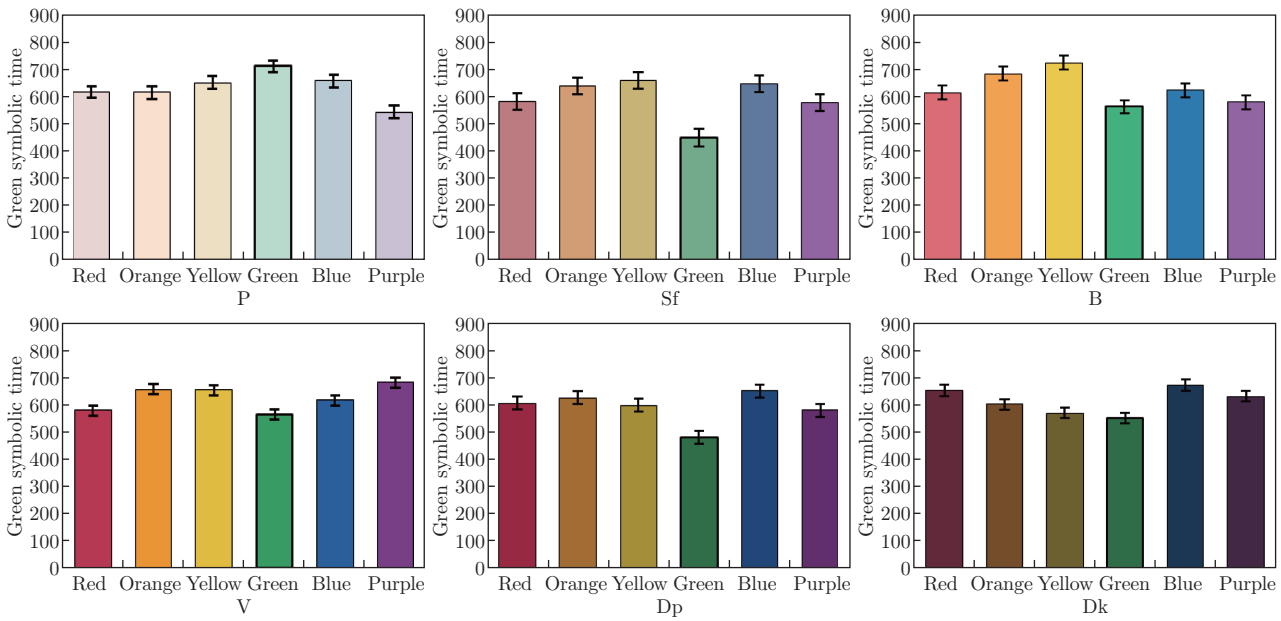


Fig. 5: Mean and standard deviation for green purchase intention time

Source	SS	df	MS	F	Sig.
Color grade	703 803.374 6	3.897 1	180 594.664 5	1.186 0	0.317 7
Color Types	2 221 653.743 0	3.522 8	630 647.937 4	3.914 5	0.006 3
Color grade * Color category	3 991 516.333 3	9.645 5	413 821.630 2	1.593 9	0.107 7

**indicates significant correlation at the 0.01 level.

Repeated measures ANOVA was conducted on the reaction time results of different color consumption intentions, as shown in the table. Color grades have a significant main effect, $F = 1.391\,7$, $P = 0.249\,5$, There is a significant difference in the reaction time of color level perception evaluation. The color grade has a significant impact on the types of colors, $F = 1.670\,1$, $P = 0.170\,0$, The interaction effect between color grade and color type is significant, $F = 1.158\,3$, $P = 0.329\,1$.

Source	SS	df	MS	F	Sig.
Color grade	1 202 058.381 8	2.674 7	449 419.209 7	1.391 7	0.249 5
Color Types	1 606 468.067 3	3.285 9	488 893.044 0	1.670 1	0.170 0
Color grade * Color category	5 343 433.792 4	3.526 0	1 515 428.182 0	1.158 3	0.329 1

**indicates significant correlation at the 0.01 level.

B The impact of high or low green involvement on the green relevance reaction time of brand identity

Repeated measures ANOVA was conducted on the experimental data of green correlation perception evaluation with different levels of green involvement. The results are shown in the table, and there is a significant main effect of color grade, $F = 1.026\,1$, $P = 0.393\,3$. The main effect of color types is not significant, $F = 0.794\,0$, $P = 0.514\,8$, There is no significant difference between different color types and green involvement.

Source	SS	df	MS	F	Sig.
Color level * Green involvement	608 625.258 1	3.877 0	156 984.433 6	1.026 1	0.393 3
Color type * Green involvement	452 228.806 3	3.477 7	130 037.454 3	0.794 0	0.514 8
Color level * Color type * Green involvement	2 455 744.042 0	9.686 0	253 534.256 4	0.980 3	0.458 1

**indicates significant correlation at the 0.01 level.

The impact of high or low green involvement on the reaction time of brand identity consumption intention

Repeated measures ANOVA was conducted on the experimental data of perceived evaluation of consumption intention reaction time with different levels of green involvement. The results are shown in the table, and there is a significant main effect of color level, $F = 1.263\,5$, $P = 0.288\,6$, There is a significant difference in color grade response time under different levels of involvement.

In addition, there is a significant interaction effect between color grade and color type under different levels of green involvement, $F = 1.017\,3$, $P = 0.396\,8$.

Source	SS	df	MS	F	Sig.
Color level * involvement	1 173 091.129 7	2.525 9	464 425.891 9	1.263 5	0.288 6
Color type * involvement degree	905 180.467 9	2.871 3	315 246.249 6	0.720 8	0.535 1
Color level * Color type * Involvement	4 317 715.808 7	3.783 8	1 141 111.548 1	1.017 3	0.396 8

4 Conclusion

Through empirical research, this paper revealed the influence of clothing logo colors on consumers' green purchase intention. There are significant differences in the perception evaluation of different hues and tone logos. (1) Green hues, particularly when presented in darker tones, resonate most strongly with consumers' eco-conscious values, thereby significantly enhancing their inclination towards green purchasing behaviors. This is largely due to the color green's established symbolism with environmental sustainability and the darker shades' ability to convey seriousness and depth, which aligns with the ethos of green consumption; (2) A positive correlation between the symbolic representation of green in clothing brand logos and the evaluation of green purchase intention. This indicates that consumers are more likely to perceive brands with green logos as environmentally responsible, which in turn influences their purchasing decisions favorably; (3) The pivotal role of hue and tone in crafting brand logos that resonate with eco-conscious consumers. Strategically incorporating the color green across different tones can powerfully convey a brand's sustainability ethos, thereby attracting consumers who value green purchasing.

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