Public Abstract

First Name:Jessica

Middle Name:Lee

Last Name:Ridgway

Adviser's First Name:Mary Beth

Adviser's Last Name:Myers

Co-Adviser's First Name:Lynn

Co-Adviser's Last Name:Boorady

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Department:Textile & Apparel Management

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The goal of this study was to (1) determine if consumers will apply conventional color associations to hues when they are used in a brand's logo, (2) examine whether color affects consumers' perceptions of a brandâ€™s personality, and (3) to investigate whether consumers view a color as more appropriate for a logo when brand personality and color associations are congruent. The theories of anthropomorphism and associative learning theory are used to explain how consumers relate to brand, perceive brand personality, and form associations. Participants were recruited for the study through the technique of snowball sampling via Facebook. The survey was distributed over the course of two weeks and 184 usable responses were collected. Results indicate that all hypotheses are supported. Therefore, color in logos plays a significant role in the way in which the consumers perceive a brandâ€™s personality.