

ABSTRACT

To enable manufacturers, marketers, and other parties to develop a better understanding of Chengdu customers' choice of products in terms of color. Chinese attitude toward color, color of packaging, color of the main product, color of ambience and color of logo were taken into account to describe factors affecting customer choice of products in terms of color.

Total 1,000 questionnaires were distributed at five different supermarkets, namely, Carrefour China, Trust Mart, Ito Yokado, Ren Ren Le and Hong Qi. Based on the Statistical Package for Social Science, the data collected has been processed through descriptive analysis in terms of frequency, percentage and Pearson Correlation for hypothesis testing. And 662 questionnaires were collected, 600 questionnaires were used, and 62 questionnaires were dropped out of the screening question, which equals to 10.3% of the questionnaires collected.

The Pearson Correlation for hypothesis testing results show that, customer choice is affected by attitude toward color (86.1%), color of the main product (66.3%), color of package (50.3%) and color of ambience (65%). However, customer choice is not affected by color of logo (7.8%) at a significance level of 0.01.

The limitation on this research as it focused on factors affecting customer choice of products in terms of color, it is not applied to any situation or any level of products, emotionally or non-emotionally, it could not represent high cost products, such as luxury products or high-end products. In addition, it is not represent customers who have problems with color-blindness or an inherited defect in perception of red and green.