

## Color Analysis on Indonesia Top e-Commerce

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### Abstract

*The e-commerce usage is a must in the business industry; think more complex problems that require to always keeping up with the global developments which requires to taking a creative action. Statista reported (data.tempo.co) regarding data on the top 10 most visited Indonesia e-commerce sites, Shopee ranks first with 71.53 million clicks per month in the first quarter of 2020. Tokopedia is in the second place with 69 million clicks per month during the first quarter of 2020. The color identity usage in e-commerce has a strong perception in the brand image forming. In e-commerce, the color psychology usage is the one of supports to attract attention, selling products early, raise offer, build messages and product images, and showing identity. Color is universal languages that cross the cultural boundaries in technology which is currently called the global village. This study aims to provide an understanding of the color benefits in the brand identity form which is applied through e-commerce displays.*

### Keywords

color; e-Commerce; brand



## I. Introduction

Digital business development today requires an ecosystem in it to create innovations that it can promote services or products to the market. By the digital online sales methods and e-commerce formats, the current competition is getting tougher. The e-commerce usage is getting higher in Indonesia [DailySocial and Veritrans, 2012]. The internet use for business transactions has been considered as an important thing, it is indicated by the increasing number of entrepreneurs who use e-commerce in their companies. Changes the sales form make e-commerce compete to create visual identity, such as in the logo form, typography, illustrations and the color strength.

According to Laudon and Traver [2013] the information technology utilization in the commerce field has rapidly growing through a number of most significant changes in the digitalization form, capital mobility and information liberalization. Consumers will be able to make transactions without being limited space and time, it makes them compete to grab the market in cyberspace, and one of implementation is use the electronic commerce or called as e-commerce. Indrajit [2001] said e-commerce is defined as the buying and selling process between two sides in a company with exchange goods, services or digital information. The existences of e-commerce can indicate that the management has committed to use the new ways and built their brand awareness.

The e-commerce usage is a must in the business industry, considering more complex problems, larger competitors, and demands to always keeping up the global development which require to always taking a creative action [Alwendi, 2020]. In Indonesia, there are several large e-commerce that compete each other to win the consumers attention. Stated on data.tempo.co, Statista reported on the top 10 most visited Indonesia e-commerce sites,

Shopee ranks first with 71.53 milion clicks per month in the first quarter of 2020. Tokopedia is in the second place with 69.8 million clicks per month during the first quarter of 2020.

Shopee and Tokopedia competes each other to create interactive awareness in consumer shopping. Marketers create interactive form which makes easy shopping. The interactive marketing program is designing to engage the potential consumers who can direct or indirect to increase brand awareness and image, or trigger the products and services sales [Kotler, 2012]. Brand is a name, term, sign, symbol or design or the combination of these, intended to identify products or services produced so it is different from the competitors [Keller, 2008]. The presence of brand identity, consumers will be more interested in make their choices.

When associated with the visual communication forms or it often identified with graphic design, products, advertisements, or promotions, color plays a significant role in creating a buying atmosphere, strengthening the product image and enhancing the business image. Referring to [Luzar, 2011], the color influence has an association with the brand aspects, including containment, protection, utility, and communication. Colors become conspicuous on sight depending on several levels of the consumer's buying experience, namely brand logo, image, signage, display, packaging, and even from the product itself [Singh et al, 2012].

Color identity is the one of brand mark in creating differentiator of identities within itself or called as brand image. Brand image is similar to consumer self-image as consumers associate themselves with the brand. In this highly competitive environment, brand image is necessary to create a good brand positioning companies have always played an important role [Cahyani & Sutrasnawati, 2016].

The problem formulation of this research is color can provide benefits in creating a brand identity for e-commerce so it make consumers interested in shopping products offered by e-commerce. This study aims to provide an understanding of the color benefits in brand identity that is applied through e-commerce displays. Surely this research study will be useful for e-commerce owners later in building brands and conducting marketing programs by utilizing color as their visual identity.

## II. Research Methods

Qualitative methods are used to process and analyze the collected data into systematic, orderly, structured and meaningful data. The collecting data process is a literature study by looking for references from journals and books, as well as looking at the color identity of Shopee and Tokopedia. Data collection is also done through interviews by asking consumers who have shopped at Shopee and Tokopedia, likewise direct observation on the interactive color display of e-commerce in the branding.

## III. Discussion

The color effects on consumer perception and become an element differentiator with others. Color builds identity and forms with strong relationships to the consumers [K. Cunningham, 2017]. If color is connected to the design, whether the design is good or not depends on the perception of each person who sees it. But the first things caught by the eye besides form is color [Luzar, 2011]. In addition, color is an element of identity of brand names, logos, font types, symbols and shapes. The different elements can give the different perceptions of consumers from different brands in the market and help to differentiate a brand from competitors [Zaichkowsky, 2010].

Color has a great influence in human life. The sense of human sight most easily catches color before being attracted to the other visual elements. Colors can affect human psychology when they see them because they have special meanings. According to [Nugroho, 2008], every color gives a certain impression and identity, although it is depends on the observer background so it can be used as the product identity. The color in the packaging design can be a differentiator on a competitor's product packaging or existing variants. difference in the value of the color obtained is likely caused by the presence of organic substances in the number of different or the state of the geology of the river flow and the color value (Manalu, 2021).

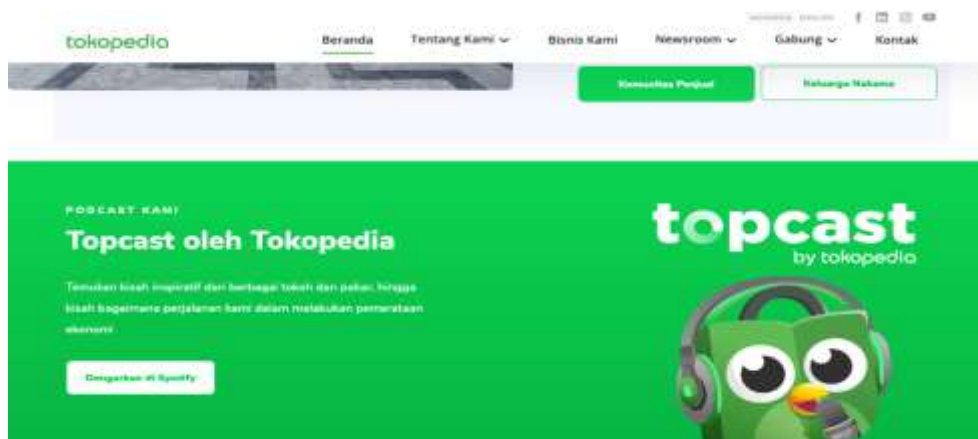
Color creates brand image is the brand perception is a reflection of consumer memory and its association with the brand. Marketing communication association is a communication activity aimed at conveying messages to consumers by using various media and channels and it hope there will be three stages of change, namely changes in knowledge, attitudes, and desired actions [Hafizh & Rina, 2019]. E-commerce that is supported by website performance needs to emphasize the strong color aspects usage. Color selection to create an e-commerce website is necessary. This is also supported by The Color Research Institute, which states that users give a subconscious assessment of the website within 90 seconds, and 90% of the assessment is based on color [Krischer, 2010]. E-commerce is a term used for shopping activities accessed through an online-based internet network (Fadhillah, 2021).

As in the previous explanation, data.tempo.co research which stated that Shopee was ranked first in Indonesian e-commerce as a platform that consumer frequently visited. With the various promotional media, Shopee has a strong brand image through the color. They use orange as a color identity and the main characteristic.



**Figure 1.** *The Dominant Shopee E-commerce display in Orange*

The second ranked for the most frequently visited e-commerce is Tokopedia. If Shopee is dominated by orange, then Tokopedia tends to be dominant in green, this is also applied to all of their promotional media, both digital and conventional media.



**Figure 2.** Tokopedia's Dominant E-commerce display in Green

Colors can also be divided into two are warm and cool colors. The orange color in Shopee brand image is included in the warm color category because the composition of them are colors from red to yellow, including orange, pink, brown, and purplish red. Warm colors give the impression of hot and moving or dynamic, and these will stand out more, dominate and can be a point of emphasis in a design when it paired with cool colors. Meanwhile, green color in Tokopedia as the brand image is highlighted in the cold color category. Cool color compositions are colors from green to blue, including purple and its derivatives. They will give the impression of calm and reduce tension. In site design, cool colors are more often applied to background because they give a wider effect on an area.

There are several terms related to color that are often used in the design field. For example, hue, another name for color. Primary colors are the basic colors in the color wheel, namely red, blue, and yellow. While secondary colors are the result of mixing two primary colors in the same ratio. Orange color in Shopee is the result of mixing yellow and red, while green color in Tokopedia is the result of mixing blue and yellow. Tertiary colors are produced by mixing a primary and secondary color that is next to it on the color wheel. Color is one of the important and dominant factors in design or life. Human attitudes and emotions are also influenced by color. The eye will interact with the part of brain called the hypothalamus. When people see color, hypothalamus sends a signal to the pituitary gland in the endocrine system to be forwarded to the thyroid gland. Then it produces various hormones and can affect moods, emotions and human behaviour, one of them can influence the decision to buy an item [Farida, Kholidah & Sarjono, 2020].

Color is more than just a decoration in the design, but it is an emotional and symbolic language. Color should not only be an addition to the design but must also be adjusted to the overall meaning of design [Luzar, 2011]. In the communication, color utilization is categorized as an artefactual delivery of non-verbal messages through appearances to build a certain image in ourself. Because of color is a human visual perception, it makes them as a relative thing and every person has a different perception about color. Therefore the color placement is captured visually by someone; it can be influenced by many things [Hafizh & Rina, 2019].

Expressing the color characters has a big role in Shopee and Tokopedia because colors can attract attention, sell products early, raise the demand, create product messages and images, and show the identity. The color usage gives an indication in visual design considerations, namely: attracting attention, persuading to see, reading and not closing the possibility of wanting to buy or own [Hafizh & Rina, 2019]. Marketing expert Neil Patel stated that 85% of the consumers' reasons to buy a product are related to color. Color is a

universal language that crosses cultural boundaries in technology called the global village [Eisman, 2000].

The color psychology can be understood by knowing the color symbolism. It will be different in each culture and time which each inventor existed. Before mapping the existing color psychology into more color mixing combinations, the colors in the color psychology were first simplified into primary and tertiary colors as shown in the following table [Yogananti, 2015]:

**Table 1. Goethe's Color Psychology**

<b>Color</b>	<b>Positive Image</b>	<b>Negative Image</b>	<b>Influence on Humans</b>
<b>Red</b>	Dignified	-	Creates an uplifting effect
<b>Yellow</b>	Fast, Cheerful	Not fun	Brings the joy effect
<b>Blue</b>	Fun color	Cold, Melancholy, Restless	Has a sad effect
<b>Orange</b>	Life, High Passion, Warm, Joy, and Fun	Annoying	Brings joy effect
<b>Purple</b>	Active	Vulnerable, Anxious	Has a sad effect
<b>Green</b>	Relax	-	Gives a calming effect

**Table 2. Itten's Color Psychology**

<b>Color</b>	<b>Influence on emotions</b>
<b>Red</b>	Strength
<b>Yellow</b>	Fun
<b>Blue</b>	Belief
<b>Orange</b>	Pride
<b>Purple</b>	Purity
<b>Green</b>	Affection

Color is believed to have a psychological impact on humans. The impact can be viewed from various aspects, from the five senses, culture and others. Warm colors are a color group in a semicircle within the color circle from red to yellow and it becomes a symbol of joy, enthusiasm, anger, and so on [Nugroho, 2008]. To build the warmth image, orange and yellow are used. Yellow is a color emotional that creates joy, friendship and hope. The orange color on Shopee is believed in create a sense of warmth and cheerful when consumers shopping the online products. Orange and yellow are colors that match the purpose of this product because the two color usage will give the impression of joy and friendship [Dewi, 2019]. The orange color composition on Shopee is also combined with the colors of design and selling products, although the other colors in Shopee are not too dominant, but this is also a good combination when viewed in its visual appearance. Color combinations are needed to get a different composition in a visual display. But we need a good combination so it can produce a color harmony. It happens because there is harmony when two or more colors interact with each other. The color composition will be closely related to the effects caused when people see these colors, so the effects will have many possibilities such as pleasing to the eye or unpleasant to look at [Yogananti, 2015]. Orange color is associated with spring and oranges. The positive thing is to provide additional energy, creativity, uniqueness, stimulation, social, health, activity. The negatives thing is madness, trend, and noise. The product effect is to increase appetite; the orange room will make people tend to think and talk, vocalize the friendship and joy, increases alertness, so it is often used for worker uniforms [Luzar, 2011].



Color is basically a sensory event, a physiological response to a light stimulus. Color can also be used to express emotions so it becomes a non-verbal language that can communicate ideas without words [Holtzschue, 2011]. However, an attractive appearance including the attractive color composition utilization cannot be ignored. The colors on the website are attractive and impressive; it will make visitors stand by to scrolling through website pages, persuading to use products or services, even it can attract visitors to back to visit the website subsequently [Swaty, 2017]. This also confirms that colors tend to be attractive and refreshing will more easily make the online product consumers more comfortable to shopping on websites and e-commerce platforms. Color also has a role in different situations, conditions, culture, society, demographics, and time will have different meanings and functions. Therefore, color as a design element, has a function as a communication tool and enhances beauty so that its use must be good and right [Farida, Kholidah & Sarjono, 2020].

Color can convey information related to the company that is easier to remember and store in the consumers memory, including in the retrieval of information process (retrieval) [Chandra, 2018]. If Shopee is dominated by orange, then Tokopedia tends to be dominant in green. Tokopedia dominates its display color with green as well as a representation of a different form of identity for other e-commerce color brands. This brand identity contains elements of different brands that give rise to customer perceptions of a brand [Sutanto & Wijanarko, 2004]. If the explanation of the color psychology table above states that the green color gives calm and affectionate effect, green is also synonymous with the perception of nature and plants. The green color of plants, especially trees, is widely interpreted as a symbol of immortality, life, birth, growth [Farahani, Motamed & Jamei, 2016]. Green is associated with transformational and grown. If viewed based on the meaning that is associated directly or indirectly (through certain symbols), then the green color indicates a change, development [Chandra, 2018]. Green is associated with plants, nature, and the environment. The positive side is fertility, money, growth, healing, success, natural, harmony, honesty, youth. The negative can mean greed, envy, disgust, poison, moss damage, inexperience. The effects on the product include colors that are 'friendly' to the eyes, soothing and calming, usually used by hospitals to provide comfort to patients, give the impression of being regular, provide healing [Luzar, 2011].

Dominated orange color in Shopee and green in Tokopedia are the strategy to compete each other in attracting the targeted audience. This is indeed the power of a color, when the color is differentiator from the competitors' products, it is not impossible for a brand to be identified only based on its color. Attractive colors help to guarantee the maximum level of product attention and cause emotions such as feeling happy when seeing the product and even inviting curiosity about the product. That way the colors that are chosen properly can stimulate a better memory of the brand [Tambunan, 2016]. With color, a work can display the identity or image to be conveyed that clearly distinguishes its nature [Anggraini & Nathalia, 2016].

The perception and response to color has been a research topic by designers, artists, scientists, psychologists and even anthropologists. Perception does not only depend on physical stimuli but is also related to a person's condition and the surrounding environment [Kotler, 2000]. So psychologically, color has a different perception for each person. Colors are remembered much more than shapes and they are the first point of brand identification for Shopee and Tokopedia as the two biggest e-commerce companies in Indonesia. In a design, color composition is very important. Composition means to compose, which means to write up, arrange, or change. Therefore, the colors used by Shopee and Tokopedia are believed to have an emotional effect on consumers. The advantages of using the right color in packaging or advertising design are: (1) color increases brand recognition by up to 80%; (2) colored ads

will be read more often up to 42%; (3) color can increase readership by 40%; (4) color can increase learning from 55% to 78%; (5) color can increase comprehension by 73%; (6) 73% of purchasing decisions are made while in the store. Therefore, the effectiveness of color plays a great role in attracting buyers' interest; and (7) a color image can hold someone's attention for two seconds or more, while a black and white image can only hold someone's attention for less than two seconds [Luzar, 2011].

Color is not directly associated with meaning, but is associated first through objects that become "symbols" of a certain meaning (characteristic). Symbols as a cognitive "tool" have a function to help humans to overcome conditions that are considered difficult or there is uncertainty by using the ability of human interpretation [Veraksa, 2013]. The orange color in Shopee and the green color in Tokopedia are markers that the color elements and brand are two interrelated things. The e-commerce purchase reaction that is generated in the brand and color is a form of brand image that is unconsciously formed through perceptions that are digested through a person's visuals of the colors he sees. A color certainly has a different perception due to the human visual aspect of color has a different perception, while the choice of color as a brand is crucial in the world of marketing and visual communication.

#### IV. Conclusion

From the studies that have been conducted, it can be concluded that an effective way to create brand identity is to utilize visual elements that stimulate vision. One of the dominant visual elements is color. In order for color to effectively strengthen brand identity, color selection must be tailored to the target audience and also the color association of the brand image offered. Shopee is in the ranked first in the top e-commerce in Indonesia displays the color orange as its main identity; psychologically the color orange is closer to feelings of joy, and joy. While the second rank of the top e-commerce in Indonesia is Tokopedia, which is dominated by green as its main identity. The color green is synonymous with the psychology of calm, and compassion. The psychological effect of color is different for each person who sees it. However, through previous reference journal studies, there are some universal colors that have almost the same effect on everyone. And this is a guide for designers in choosing the colors to be used. An attractive design will be seen and even responded to by the audience if their emotions are also aroused and the message implied in the design can reach their brains, so that it can boost sales or promotion of advertised goods or services. This proves that the orange color on Shopee is on point because Indonesian people tend to like colors that are full of joy in shopping compared to green color in Tokopedia which tends to show a psychological sense of calm.

Orange has a psychological approach to joy and happiness tends to be more popular because the visual form of a good e-commerce must pay attention to all aspects, color, shape, composition, unity, balance, etc, even a color that is considered as a support must also be thought whether it is fit on the audience to be addressed. Color is the most difficult design element to direct or regulate because it always has to go through a trial and clear concept process to determine the suitability between the colors used and the audience to be addressed. When the desired color is obtained, then the whole design will succeed in conveying its message. That's why the orange color on Shopee can at least bring the brand to be the top e-commerce in Indonesia. Therefore, it can be seen that cheerfulness can be one thing that shows kindness or kindness because being cheerful can create positive relationships [Chandra, 2018].

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