Companies have continually searched for ways to enhance the image and power of their brands. When a desired image strategy is determined, marketers develop and implement it. These strategies clearly position the brand in customers’ minds. Therefore, companies have tried to analyze the visual factors for using branding and introducing new products, according to rapidly changing market conditions. Because these factors play a significant role in consumer product choice, the competitive importance of brand aesthetics has spread to a growing number of industries. Tom Peters (1992), a famous management consultant, noted the importance of design in global competition; likewise, Bloch (1995) argued that “not since the 1930s has product design been more creatively and strategically employed to gain advantage in the global marketplace.”

Specifically, in terms of design, color is the most essential element in utilizing visual factors and is always considered in a variety of industries. From this perspective, companies have used color in designing different consumer strategies, according to changes in the market environment. Because color often attracts consumers via its own existence, attractive color is the most important determinant of consumers’ choice. Thus, consumers’ aesthetic reactions are an increasingly important factor in competition among products. Accordingly, companies have