

## The Effect of Brand Color Emotions and Perceived Value on Brand Association (Study on Somethinc Consumers)

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### ABSTRACT

Brand association is a crucial component in building brand advantage, yet previous research tends to examine color emotion and perceived value separately or within the context of global brands. This study aims to analyze the influence of brand color emotions and perceived value on brand association among Somethinc consumers in Indonesia. While the relationship between brand color, perceived value, and brand association has been widely discussed in the marketing literature, this study offers a contribution by integrating the perspectives of color emotion (valence and arousal) and perceived value in the context of the rapidly growing local skincare industry. This study uses a quantitative approach with the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. Data were collected through a five-point Likert-scale questionnaire from 138 respondents who are active users of Somethinc products. The analysis results indicate that brand color emotions and perceived value have a positive and significant influence on brand association. The structural model indicates that both independent variables are able to explain 73.8% of the variation in brand association. These findings extend the marketing literature by highlighting the role of visual emotion as a cognitive and affective trigger in the formation of brand associations, particularly for skincare brands targeting the younger generation.

### ARTICLE INFO

Article History:

Received : 11 - 07 - 2025

Revised : 01 - 08 - 2025

Accepted : 25 - 10 - 2025

Published : 31 - 10 - 2025

Keywords:

Brand association

Brand color

Perceived value

Somethinc

Skincare

JEL: M31, D40, L15

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## INTRODUCTION

A product is considered successful when it demonstrates sustained market growth and strong brand equity, reflected through consumer loyalty, positive perceptions, and repeat purchases. Brand equity plays a significant role as a determinant and driver of the success of other indicators among these. (Shariq, 2018) provides a perspective that brand equity is constructed by various variables, consisting of associations, personality, attitude, attachment, esteem, trust, satisfaction, awareness, loyalty, image, quality. Therefore, brand equity is a valuable asset for shaping consumer behavior and influencing purchasing decisions (Keller & Brexendorf, 2018).

Brand association is one key component of brand equity. Brand association is a combination of perceptions, images, beliefs, experiences, feelings, and thoughts that come to mind when consumers hear about a product. All components of brand association, such as brand attitude, brand benefits, and brand attribution have a positive impact on brand identification (C. Jin et al., 2019). For certain market segments, the visual factors of a product are considered vital and thus determine market success (Heitmann et al., 2020). The visual spectrum that forms brand association is within the scope of the use of colors, fonts, design themes, design consistency, readability, and legibility. Usually, the visual aspect of the product is represented by the logo, so the brand logo has a fundamental position as part of the brand identity (Erjansola et al., 2021). Brand visuals often shape consumers' first perception when assessing a product.

There are various perspectives that categorize brand association, including Supphellen, Aaker, Keller, and Peirce (Thellefsen & Sørensen, 2015). Supphellen categorizes based on sensory emotional, verbal, and visual. As Supphellen's perspective states that sensory emotional, verbal, and visual are factors that play an important role in brand association, brand color is an important variable to maintain the quality of these categories. Brand color is the psychological and emotional response that arises from the use of certain colors in brand identity. Ideally, a good brand color is able to build mood and perception in accordance with

the company's expectations, so that it leads to product purchases by consumers. Brand color becomes a separate identity for a brand, the existence of brand color can build trust, create differentiation, and build positive associations. Color can serve as a unique identity for a product. This uniqueness makes it easier for consumers to identify quickly and remember the brand for a long time. In fact, brand color can help companies to build relationships between consumers and brands (Cunningham, 2017).

The aesthetic value of a product is shown through brand color. In addition to aesthetic value, the usefulness of a product is also important for determining brand association. The usefulness of a product is shown through perceived value, which is a subjective consumer assessment of the utility of a product or service. This assessment is based on the perception of the benefits obtained, when compared to the costs incurred. Perceived value plays a crucial role as it influences word-of-mouth, purchase decisions, and brand loyalty. Perceived value attached to a product will consistently maintain product loyalty, because consumers feel that certain products are effective in meeting needs or providing solutions for consumers. Consumer perceived value is defined as an interactive, preferential, and relativistic experience (Basaran, U & Aksoy, 2017).

The concept of brand color emotions and perceived value should ideally be applied by all brands, especially brands with promising and competitive prospects. Cosmetics and skincare brands are no exception, which are currently growing rapidly. Data from BPOM and Perkosmi estimates that there will be 1,039 cosmetic companies in Indonesia by 2023, with a projected annual growth of 4.86% between 2024 - 2029 (*Prospek Cerah IKM Kosmetik Lokal, Siap Maksimalkan Pasar Dalam Dan Luar Negeri*, 2024). Moreover, (**Tren Pasar Skincare Di Indonesia, 2025**) revealed that in 2025 Indonesia is predicted to be the country with the world's largest skincare market growth along with Singapore. Somethinc is one of the cosmetic brands that are widely recognized by the public today, Somethinc provides a variety of products, which include makeup, skincare, bodycare, and haircare. Somethinc is affiliated with PT Beaute Haul Indonesia. Men and women aged 18 - 35 years

old with high interest in skin health are Somethinc's target market segment. Since its establishment in 2019, Somethinc has received various awards for the products sold in the market. Seeing the potential of Somethinc as a beauty and skincare brand that has experienced rapid growth for six years, it must be balanced with an effective marketing strategy to be resilient, competitive, and able to expand to a wider market.

Several previous studies have examined the influence of brand color on brand associations and loyalty (Baxter et al., 2018; C. H. Jin et al., 2019a), as well as the role of perceived value in shaping consumer attitudes and intentions (Milman & Tasici, 2022). However, most of these studies were conducted in the context of global brands or the general tourism and retail industries, with limited exploration of local skincare brands in developing countries. Furthermore, there is limited research that simultaneously integrates the emotional dimensions of color (valence and arousal) and perceived value as key antecedents of brand association. Therefore, this study fills this research gap by testing a conceptual model linking brand color emotions and perceived value in shaping brand associations for local Indonesian skincare brands. This study is expected to not only confirm previous findings but also broaden understanding of how visual elements and functional-emotional values work together to build brand associations among millennials and Gen Z.

## LITERATURE REVIEW

### BRAND COLOR EMOTIONS

Brand color emotions refer to the emotional responses elicited by specific colors used in brand identity. These emotional responses are commonly measured through the dimensions of valence and arousal, which capture the pleasantness and intensity of emotions evoked by visual stimuli (Milman & Tasici, 2022a). Color functions as a non-verbal communication tool that conveys brand meaning and differentiation, influencing consumers' initial perceptions and emotional engagement. This communication medium is important in shaping brand image because it can affect consumer emotions and deliver persuasive messages in (C. H. Jin et al., 2019b).

From a personal point of view, color can have a different impact on individuals. Cimbalod et al in (Anwar et al., 2020) colors have ties to emotions, black, red, and brown symbolize sad emotions, while yellow, blue, and orange express happy emotions. In line with (Bai & Xue, 2020) who stated that color selection has a big impact on emotional impressions, so designers must pay great attention to color compatibility. These findings are relevant to the research (Baxter et al., 2018) & (Lechner et al., 2012). Emotional impressions of colors are based on three color schemes including gender, personality, and fashion. Empirical evidence suggests that consumer behavior changes after exposure to stimuli that evoke arousal and valence (Das et al., 2020), the increase can be positive and negative (Toet et al., 2020). Negative emotions arising from product design must be controlled so as not to cause bad risks for a brand. Some things that can be done to control this include: optimizing design elements so as to minimize negative emotion drivers, providing emotional recognition and functional requirements, and implementing emotional design theory to strengthen emotional connections (C. Y. Yang et al., 2025).

The selection of brand color emotions and perceived value as antecedents of brand association is based on the stimulus-organism-response (S-O-R) approach. In this framework, brand color acts as a visual stimulus that triggers an emotional response (organism), while perceived value represents consumers' cognitive evaluation of benefits and sacrifices. This combination of affective and cognitive responses theoretically forms the primary foundation for the formation of brand associations in consumers' memory. While other variables such as brand identity or customer involvement are relevant, in the context of this study, they are treated as derivatives or consequences of visual emotions and perceived value. Therefore, focusing on these two primary antecedents allows for a more parsimonious yet theoretically robust model.

### PERCEIVED VALUE

Perceived value plays a crucial role in buying and selling activities. Perceived value refers to the way consumers evaluate a product or service holistically, generally assumed to be one of the key indicators that influence purchasing decisions (F.

Yang et al., 2021). The study also discusses that perceived values correlate with various aspects, such as utilitarian and hedonic values. In line with the research of (Dastane et al., 2023) which states that perceived value can be reviewed through utility, interaction, and credibility.

Perceived value can also be referred to as the customer's subjective evaluation of the holistic usefulness of a product or service, which is specifically formulated as an exchange between benefits or benefits with something spent by consumers. In alignment with (Parbowo & Wirakartakusumah, 2025) perceived value serves as a vital intermediary that connects the brand's product quality and consumers' willingness to engage. The overall value perceived by consumers from direct and indirect evaluations reflects the benefits and costs that must be borne (Luo et al., 2023). In addition, consumer evaluations also weigh the price and quality of a product or service based on other factors. The factors in question are emotional, social, epistemic, value of money, and conditional (Xie et al., 2022), (Şener et al., 2023).

## BRAND ASSOCIATION

The conceptualization of the brand that is drawn in the minds of consumers is referred to as brand association. Brand association reflects the specific relationship created between a brand and various information stored in consumers' memories, generally indicated by the way consumers perceive the brand (Williams et al., 2023). These findings are consistent with C. H. Jin et al. (2019a) who stated that brand color identity plays a crucial role in shaping brand associations and loyalty. However, this study extends these findings by demonstrating that the emotional dimensions of color, specifically valence and arousal, play a significant role in the context of local skincare brands. The relatively strong association intensity suggests that consumers process color not only as an aesthetic element but also as a symbol of product trust and safety.

Consumer association with brands is very important to generate consumer intentions to buy certain products or services. In fact, (du Plessis et al., 2024) state that brand associations function as intangible assets that construct consumers' minds,

indicated by expectations of benefits, brand personality or character, to the feelings that arise when interacting with certain brands. Another reason for the importance of the role of a brand is consistency and resilience. Brand consistency and resilience can be guaranteed if consumers are loyal to purchase a brand. Loyalty can be created when the association between consumers and brands is stored in their memory, which can appear in various forms, both from emotional aspects and brand characteristics (Divakaran & Xiong, 2022). There are many ways to build associations between consumers and brands that lead to erinching, one of which is the involvement of celebrities (Jun et al., 2023).

## RESEARCH METHOD

This study emphasizes quantitative research by focusing on the study of the influence of brand color emotions and perceived value on brand association. The analysis technique used is based on PLS-SEM to analyze the influence between the three variables. The tool used is Smart PLS. The brand color emotions and perceived value variables are the independent variables (x), while brand association is the dependent variable (y). This study uses a purposive sampling technique, with specific respondent criteria that have been determined to ensure data relevance. The number of respondents in this study is 138 people. Respondents were selected based on several criteria, namely: (1) having purchased and used Somethinc products at least once in the last six months, (2) being aged 18–35 years according to the brand's target market, and (3) having a level of awareness of Somethinc's visual identity and products. Respondent screening was carried out through screening questions at the beginning of the online questionnaire. This approach was chosen to ensure that all respondents have direct experience and adequate understanding of the brand being studied.

The Partial Least Squares–Structural Equation Modeling (PLS-SEM) method was chosen because this study is predictive and aims to test causal relationships between latent constructs. Furthermore, PLS-SEM is suitable for moderate sample sizes and models with relatively high

indicator complexity. This approach also does not require a normal data distribution, making it relevant to the characteristics of consumer data surveys. The use of PLS-SEM allows researchers to simultaneously generate measurement and structural models, thus providing a more comprehensive estimate of the relationship between brand color emotions, perceived value, and brand associations.

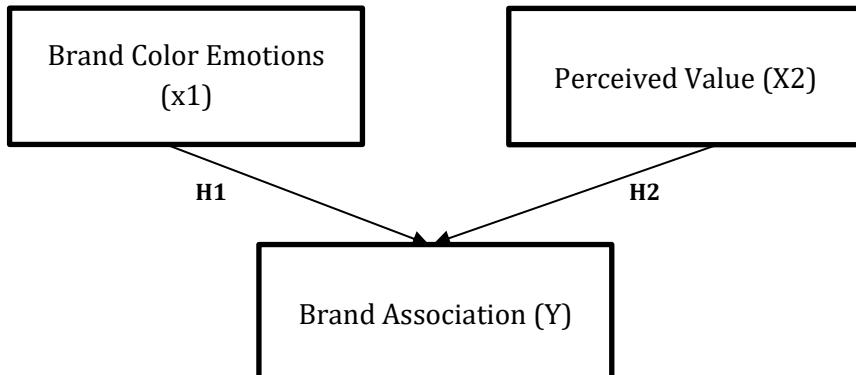
In more detail, variable measurements are based on dimensions and indicators that represent variable values. The first independent variable is symbolized by  $X_1$ , with two dimensions, the first dimension is valence with 4 indicators and the second dimension is Arousal with 4 indicators. The second independent variable is perceived value which is symbolized by  $X_2$ . Perceived value is assessed based on three dimensions. The first dimension is utilitarian, the second dimension refers to hedonic and third dimension refers to

social, which all of indicators are measured based on 4 indicators. The third variable (brand association) as dependent is symbolized by  $Y$ . There are three dimensions to measure brand association. The first dimension is brand attributes, the second dimension relates to brand benefits and the third dimension is brand attitude are measured based on 4 indicators. Respondent data collection was carried out by distributing questionnaires consisting of several indicators, categorized with a five-point Likert scale (1 as the most disagreeable value, 5 as the most agreeable value). The study of the relationship between the three variables above is formulated in several hypotheses as follows.

H1: brand color emotions has a significant effect on brand association.

H2: perceived value has a significant effect on brand association.

The research framework is presented in Figure 1.



**Figure 1.** Research Framework  
Source: Authors' conceptual model (2025)

## RESULT AND DISCUSSION

For this research, data were collected by distributing a questionnaire via Google Form to Somethinc users across Indonesia. The questionnaire was distributed over approximately two weeks, from June 5 to June 20, 2025. The researcher successfully obtained responses from 138 participants. All respondents were chosen based on specific criteria; they were required to be aware of and have used Somethinc products. The sample was predominantly female (96.4%), aged among 22 and 26 years (55.1%), and primarily resided on the island of Java (69.6%). Additionally,

41.3% of respondents reported purchasing Somethinc products 3–5 times inside of the past six months, while 37% revealed making 1–2 purchases during the same period. The primary analysis in this study involved descriptive statistics and structural equation modeling using SmartPLS, that included evaluation of both the outer and inner models. During data analysis, seven indicators were removed because their outer loadings fell below the 0.70 threshold, indicating they did not satisfy the criteria for convergent validity and were therefore unreliable in representing their

respective constructs. Specifically, the removed indicators include BCE5 and BCE7 from the brand color emotions variable, PV1, PV2, and PV9 from the perceived value variable, as well as BA5, BA7, and BA10 from the brand association variable. Loadings above 0.70 are recommended, as they reveal that the construct explains more than 50% of the variance in the respective indicators (Hair et al., 2019).

Based on the measurement model, it produces several findings (table 1). The first finding is brand color emotions (BCE), which shows outer loading

of more than 0.70 representing each indicator item has a strong correlation and is able to construct the model. The AVE value of more than 0.50 has met the criteria, thus confirming that convergent validity is good for constructing brand color emotions variables. In line with the second finding, which reviews all perceived value (PV) and brand association (BA) variables that have a strong correlation and are able to construct the model well. These findings confirm that all indicators on each variable (BCE, PV, and BA) have validity and reliability to be practiced in real conditions in the field.

**Table 1.** Construct Reliability Result

Items	Symbols	Outer Loading	AVE	CR
<b>Brand Color Emotions</b>			<b>0.577</b>	<b>0.854</b>
The colors used by Somethinc brand make me feel happy	BCE1	0.775		
The colors used by Somethinc brand give me a pleasant impression.	BCE2	0.789		
The colors used by Somethinc brand match my expectations.	BCE3	0.788		
The colors used by Somethinc brand make me emotionally satisfied	BCE4	0.733		
The colors used by Somethinc brand create a calm atmosphere for me.	BCE6	0.716		
The colors used by Somethinc brand trigger positive energy in me.	BCE8	0.756		
<b>Perceived Value</b>			<b>0.572</b>	<b>0.910</b>
Products from Somethinc brand do not take time when used	PV3	0.763		
Products from Somethinc brand are able to fulfill my needs	PV4	0.751		
I am happy when I use products from Somethinc brand.	PV5	0.814		
I really enjoy the experience when using products from Somethinc brand.	PV6	0.805		
I get excited when I use products from Somethinc brand.	PV7	0.748		
I am entertained when I use products from Somethinc brand.	PV8	0.711		
I can express myself when using products from Somethinc brand.	PV10	0.703		

I get a positive response from people around me when using products from Somethinc brand.	PV11	0.754
Products from Somethinc brand match my lifestyle and social environment	PV12	0.750
<b>Brand Association</b>		<b>0.580 0.910</b>
When I think of Somethinc, I immediately think of a brand that has good product quality	BA1	0.753
When I think of Somethinc, I immediately think of a brand that has features that match my expectations	BA2	0.733
When I think of Somethinc, I immediately think of the colors used by the brand	BA3	0.714
When I think of Somethinc, I immediately think of its attractive packaging design	BA4	0.792
When I think of Somethinc, I immediately think of a brand that gives me a good experience when I use it.	BA6	0.793
When I think of Somethinc, I immediately think of a brand that reflects my lifestyle	BA8	0.820
When I think of Somethinc, I immediately think of a brand that gives me a sense of comfort every time I interact with it	BA9	0.715
When I think of the Somethinc brand, I immediately think of a brand that I have an emotional connection with	BA11	0.791
When I think of Somethinc, I immediately think of a brand that I trust for my beauty needs.	BA12	0.737

Resource: processed data by authors (2025)

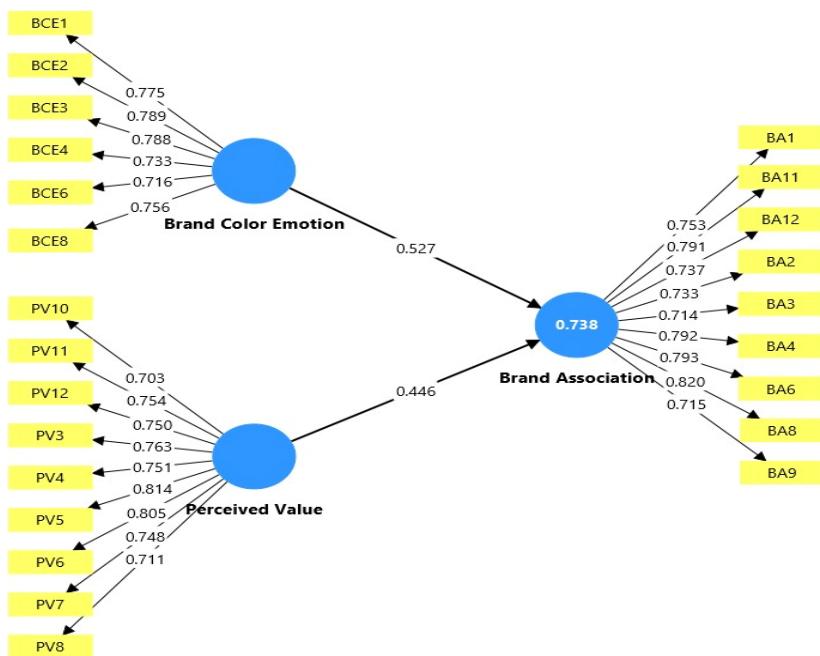
Table 2 shows the results of descriptive statistical analysis, this analysis aims to represent the characteristics of data, which in this context is data obtained from 138 respondents. In order to see the data pattern of responses from respondents to all indicators of BCE, PV, and BA variables. The average response is in the value range of 3.800 to 4.300, this figure confirms that respondents generally have a positive perspective on these constructs. The consistency of the response data is shown through the relatively low standard deviation value, so that the answers given by respondents are consistent.

The visual results illustrated in Figure 3 shows that the r-squared value for brand association variabel indicates that 73.8% of the variance in brand association can be explained simultaneously by the two independent variables (brand color emotion and perceived value). According to (Hair et al., 2019), an r-squared value of 0.75 can be considered substantial, meaning the model has a strong explanatory power. This score suggests that the combination of brand color emotion and perceived value provides a reliable basis for predicting how consumers form associations with Somethinc.

**Table 2.** Descriptive Statistic Test Result

No	Name	N	Mean	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness
1	BCE1	138	3.978	1	5	0.872	1.622	-1.018
2	BCE2	138	4.014	1	5	0.843	1.320	-0.910
3	BCE3	138	3.841	1	5	0.919	0.725	-0.810
4	BCE4	138	3.971	1	5	0.963	0.775	-0.878
5	BCE6	138	4.181	1	5	0.887	1.522	-1.186
6	BCE8	138	4.080	1	5	0.893	0.953	-0.960
7	PV3	138	4.043	1	5	0.788	2.335	-1.065
8	PV4	138	4.000	1	5	0.825	1.372	-0.860
9	PV5	138	3.971	1	5	0.868	2.285	-1.155
10	PV6	138	4.348	1	5	0.709	4.145	-1.485
11	PV7	138	4.239	1	5	0.804	1.679	-1.141
12	PV8	138	4.304	1	5	0.758	2.580	-1.284
13	PV10	138	4.225	1	5	0.808	3.186	-1.435
14	PV11	138	3.899	1	5	0.919	0.663	-0.758
15	PV12	138	3.906	1	5	0.900	0.739	-0.717
16	BA1	138	4.123	1	5	0.756	2.073	-1.024
17	BA2	138	4.130	1	5	0.806	2.388	-1.167
18	BA3	138	4.370	2	5	0.713	1.653	-1.167
19	BA4	138	3.906	1	5	0.867	1.236	-0.826
20	BA6	138	3.819	1	5	0.934	-0.169	-0.437
21	BA8	138	3.906	1	5	0.875	1.226	-0.862
22	BA9	138	4.254	1	5	0.771	2.400	-1.241
23	BA11	138	3.891	1	5	0.865	0.630	-0.668
24	BA12	138	4.225	2	5	0.722	1.373	-0.954

Resource: processed data by authors (2025)



**Figure 2.** Research Model

Resource: processed data by authors (2025)

Composite reliability and Cronbach's Alpha were used to confirm this. Based on the results of this assessment, all variables in this study, including brand association, perceived value, and brand color emotions, have values exceeding 0.70. According to Hair et al. (2019), a minimum Cronbach's alpha value of 0.70 is generally recommended; composite reliability values among 0.70 and 0.90 are considered "satisfactory to good," and an average variance extracted (AVE) of 0.50 or higher is deemed acceptable. The favorable values obtained in this study suggest that the model is appropriate for measurement. Thus, the Composite reliability and Cronbach's Alpha of these three variables are

constructible and have good reliability. Thus, the questionnaire utilized in this study is deemed appropriate. Discriminant validity, drawn in Table 4, was assessed using the Fornell-Larcker criterion. The results confirmed that the square root of the average variance extracted (AVE) for each construct exceeded the correlations by other constructs, thereby establishing discriminant validity. To ensure the absence of measurement issues, the authors further evaluated the outer model through reliability testing, as detailed in Table 3.

**Table 3.** Internal Consistency and Convergent Validity Lower Order Construct

Name	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Association	0.909	0.912	0.925	0.580
Brand Color Emotion	0.853	0.854	0.891	0.577
Perceived Value	0.906	0.910	0.923	0.572

Resource: processed data by authors (2025)

**Table 4.** Discriminant Validity Lower Order Construct

Item	Brand Association	Brand Color Emotion	Perceived Value
BA1	<b>0.753</b>	0.663	0.496
BA11	<b>0.791</b>	0.590	0.555
BA12	<b>0.737</b>	0.546	0.591
BA2	<b>0.733</b>	0.561	0.571
BA3	<b>0.714</b>	0.565	0.449
BA4	<b>0.792</b>	0.567	0.554
BA6	<b>0.793</b>	0.617	0.639
BA8	<b>0.820</b>	0.650	0.671
BA9	<b>0.715</b>	0.540	0.509
BCE1	0.584	<b>0.775</b>	0.415
BCE2	0.619	<b>0.789</b>	0.433
BCE3	0.593	<b>0.788</b>	0.422
BCE4	0.556	<b>0.733</b>	0.356
BCE6	0.583	<b>0.716</b>	0.477
BCE8	0.594	<b>0.756</b>	0.422
PV10	0.461	0.357	<b>0.703</b>
PV11	0.568	0.424	<b>0.754</b>
PV12	0.628	0.474	<b>0.750</b>
PV3	0.485	0.401	<b>0.763</b>
PV4	0.608	0.421	<b>0.751</b>
PV5	0.629	0.530	<b>0.814</b>
PV6	0.554	0.403	<b>0.805</b>
PV7	0.577	0.405	<b>0.748</b>
PV8	0.462	0.315	<b>0.711</b>

Resource: processed data by authors (2025)

H1: brand color emotions have a significant effect on brand association.

The results of the PLS-SEM analysis show that brand color emotions has a positive and substantial effect on brand association, with a path coefficient of 0.527. Theoretically, this study contributes to the marketing literature by strengthening the role of visual emotion as an affective mechanism in the formation of brand associations. The results of this study support the development of brand association theory by emphasizing that brand associations are not only built through user experiences, but also through visual stimuli that trigger emotional responses from the initial stages of consumer interaction with the brand. For Somethinc, the results of this study indicate that

the consistent use of color palettes that evoke positive emotions needs to be maintained across all brand touchpoints, including packaging, social media, and digital promotional materials. Furthermore, companies need to explicitly communicate the functional value of products so that consumers are not only visually attracted but also build brand associations based on tangible benefits and positive experiences.

These positive emotions created from color perception then directly contribute to the formation of brand attributes (e.g., Somethinc has a modern and innovative nature), brand benefits (e.g., Somethinc is able to provide healthy and bright skin solutions), and ultimately lead to brand attitude. Consumers have a preference to create

stronger associations with emotionally resonant brands through consistent and strategic use of color. Therefore, brand color emotion serves as an effective non-verbal trigger and creates a positive first impression.

H2: perceived value has a significant effect on brand association.

PLS-SEM analysis also revealed that Perceived value has a positive and significant influence on brand association, indicated by a path coefficient of 0.446. Perceived value includes several dimensions, namely utilitarian, hedonic, and social.

- The utilitarian dimension is relevant to the functional benefits that consumers perceive when compared to the price paid. For example, when somethinc consumers feel that the product provides real effectiveness at a price that is considered reasonable, then indirectly consumers will feel high utilitarian value.
- The hedonic dimension refers to the pleasure, sensory experiences, and positive emotions that arise as a consequence of using the product. The aesthetics of the packaging design, the comfortable texture of the product, and the pleasant aroma of the product can somethinc increase this hedonic value.
- The social dimension is in the scope of product benefits in accelerating self-image or social position in the eyes of consumers. When the social value of the brand is high in the eyes of consumers, it is accompanied by effective functional benefits, pleasant experiences, and feels in accordance with the positive personal

or social values believed by consumers. This association can be in the form of brand attributes, brand benefits, and a positive brand attitude. Thus, strong perceived value is the foundation for the creation of a strong brand association, because consumers tend to associate brands with the benefits and positive experiences they feel.

## CONCLUSION

This study emphasizes on two factors, which include brand color emotions and perceived value, while the dependent variable is brand association. The analysis shows that the variables of brand color emotions and perceived value have a significant influence on brand association, both on each variable and simultaneously (table 5). The results of this analysis are important to recognize the urgency of brand color emotions in the eyes of consumers and the perceived value attached to the Somethinc brand. This knowledge can be used as a basis for designing a unique and effective marketing strategy, so that it can become Somethinc's brand identity. Some implications of this research include the following.

- All indicators and dimensions used to examine variables are valid and reliable. The independent and dependent variables have a significant impact on the dependent variable.
- Brand color emotions and perceived value variables can explain 73.8% of brand association. Meanwhile, the rest is explained by other factors.

**Table 5.** Path Coefficient

Direct Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Result
Brand Color Emotion -> Brand Association	0.527	0.525	0.054	9.710	0.000	Significant
Perceived Value -> Brand Association	0.446	0.451	0.052	8.622	0.000	Significant

Resource: processed data by authors (2025)

Based on PLS-SEM analysis, this study empirically supports the importance of brand color emotions and perceived value as crucial antecedents for

brand association. These results confirm that brands that successfully build emotional connections through color and consistently provide

high perceived value will be more effective in instilling strong and positive associations in the minds of consumers. The limitation of this study is that it only focuses on one brand, so it does not provide a comparative picture between other brands.

Furthermore, the practical implications of this research for Somethinc brand are as follows.

- 1) Ideally, brands optimize visual elements.
- 2) Use-value propositions should be considered to strengthen the brand's position in a competitive market.

Furthermore, the recommendations for future research are as follows.

- 1) Conduct a comparative study with other brands that are Somethinc's competitors.
- 2) Conduct a study with a spatial perspective, considering that consumers in each region have different preferences.

This study has several limitations that should be considered when interpreting the results. First, the use of a self-reported questionnaire has the potential to introduce response bias, as respondents' perceptions may be influenced by personal preferences or positive brand image. Second, the predominance of female respondents and the regional concentration in Java may limit the generalizability of the results to a broader population. Third, the study's focus on a single brand may allow for brand familiarity bias, which could disproportionately strengthen the relationship between variables. However, no relationships were found that contradict the proposed hypothesis. The relatively strong strength of the relationships between variables suggests that, in the context of local skincare brands, visual-emotional aspects and perceived value play a dominant role in the formation of brand associations.

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