



Bruneian Youths' Perspectives on the Effectiveness of Branding Colour Choice in *Radio Televisyen Brunei*'s Social Media

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ABSTRACT

Colour is an integral visual communication tool that affects emotional responses, perception, and influences consumer behaviour. In branding, colour can be used to showcase brand identity and drive engagement in social media platforms. The research aims to analyse Bruneian youths' perception of how effective branding colour choices are in communicating brand values and enhancing youths' engagement in RTB's social media. The research employed a mixed-method approach via a survey questionnaire and semi-structured interviews. Data were collected from 194 youths and 7 participants were interviewed. Quantitative data were analysed via descriptive statistics and linear regression, whereas qualitative data were thematically analysed. The findings from quantitative data revealed yellow as having the highest mean in communicating brand values, and that attitude towards branding colour choice significantly predicts youths' engagement on social media. Results from qualitative data showed varying perceptions of branding colour choice due to association of emotions and prior experience. The findings contribute insights into how branding colour can be strategically developed to align with RTB's brand values and drive social media engagement. However, the study noted several limitations, including only examining RTB's main social media (@rtb.bn). Future recommendations consist of exploring multimodal approach, expanding sampling size and participants' demographic to further understand effectiveness of branding colour.

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1. Introduction

1.1 Background of the Study

Colour, a visual communication tool, plays a significant role in how a client perceives a company's brand, as it conveys and reinforces a brand's values, image, and messages to the public (Jindal, 2024a; Wang, 2024). In branding, colour is used to deliver information, trigger emotional response, and make a brand recognisable (Morcos, 2025; Lyu, 2025). As for Radio Televisyen Brunei (RTB), it stands by its mission to establish a well-informed community via quality services (Radio Television Brunei, n.d.-a), reflecting RTB's brand values (BV) as a reliable source of information, enabling the public to perceive it as a credible brand. Therefore, RTB's BV may be shown through branding colours (BC). However, previous studies have shown that colours may be interpreted differently by individuals, due to the association of colours with emotion, among other factors. Due to these differences, there is a need to understand how colours affect youths'

perception of a brand. Colour effectiveness describes how well colour communicates a company's goal to carry the symbolic meaning of a brand (Cunningham, 2017), reflecting BV through colours. With technological development, social media (SM) enables companies to establish brand identity (BI) and develop a favourable brand perception (Jindal, 2024a). In Brunei, SM allows the formation of brand perception and brand awareness (Khan & Matali, 2024), so the public's perception of a brand can be guided in a positive direction through effective use of colours. Thus, in the digitally competitive branding market, it is essential to examine colour effectiveness on youths' social media engagement (SME). It is also important to note that the scope of this research evaluates only the potential branding colour choice (BCC) for RTB's SM. The BCC during this research period may not be RTB's official BC, while some colours may have been used in RTB's platforms. Therefore, the study explores youths' perceptions to determine the extent to which potential BCC are effective in communicating RTB's BV and driving youths' SME on RTB's SM platforms.

1.2 Problem Statement

Extensive research has been conducted on the roles of colours in different branding contexts. For instance, the use of logo colours to strengthen brand recognition (Lucky, 2025; Selvanathan, 2025), packaging colours to influence consumer behaviour (Luelfesmann & Marie Riegel, 2022; Agrawal & Singh, 2017) and shape perception (Nagy & Temesi, 2024; Patel et al., 2024). Scholars also examined how colours portray brand image (Arıcı & Akgün, 2025) and how logo colours affect customers' perception of BI (Chang & Lin, 2010). Despite that, previous studies focused on the use of colours in famous international brands, with limited studies on local BC. Alkaff (2025) analysed how colours are used in different Bruneian brands across industries. However, colour effectiveness in local news and media brands, from the perspective of Bruneian youths, remains unexplored. In addition, the lack of studies on the BC within the digital context underscores the need to investigate the field further. Therefore, this study aims to address the gap by examining youths' perception on the effectiveness of BCC to engage with Bruneian youths on SM platforms and inform RTB's BV.

1.3 Aim and Purpose

This study aims to analyse youths' perspectives on the effectiveness of potential BCC in communicating RTB's BV and engaging youths in RTB's SM platforms, providing insights into how youths' perceptions of a brand are affected by the potential BCC while supporting RTB in strategically developing possible BC that align well with RTB's BV and improve engagement on RTB's SM.

1.4 Research Objectives, Research Questions and Hypothesis

The research objectives of this study are:

1. To examine how the potential BCC in RTB's SM influence the perceived RTB's BV amongst Bruneian youths.
2. To examine the relationship between the level of youths' engagement on the potential BCC in RTB's SM.
3. To identify what perceptions do Bruneian youths have on RTB's SM colour choice.
4. To explore Bruneian youths' perceptions of the potential BCCs in communicating RTB's BV.

The research questions (RQ) of this study are:

1. To what extent does the potential BCC in RTB's SM influence Bruneian youths' perception of RTB's BV?
2. What is the relationship between the attitude towards potential BCC (ABCC) on the level of youths' engagement in RTB's SM?
3. What perceptions do Bruneian youths have on RTB's SM colour choice?
4. How do Bruneian youths perceive the potential BCCs in communicating the organisation's BV?

The RQ 1 to 2 adopt a quantitative approach, while RQ 3 to 4 employ a qualitative approach. The hypothesis developed from RQ 2 is:

Hypothesis 1: ABCC significantly predicts youths' engagement on SM.

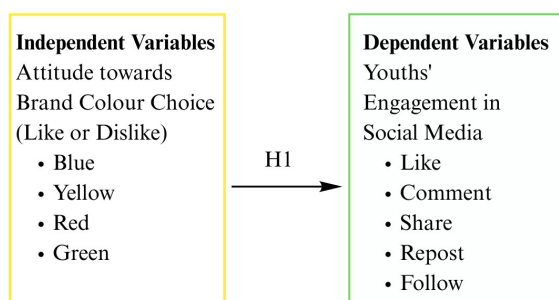


Figure 1. Conceptual Framework for RQ 4

2. Literature Review

2.1 RTB's Background and BV

RTB launched its first radio and television programs in 1957 and 1975, respectively (Radio Television Brunei, n.d.-b), standing as the national broadcaster in Brunei Darussalam. On the other hand, BV refer to the qualities that an organisation holds (M. Paul, 2022), reflecting the organisation's corporate identity, vision, and mission (Li & Sun, 2015). RTB's BV could be derived from its mission of building a well-informed community (Radio Television Brunei, n.d.-a), as a trustworthy, credible and reliable media brand to share information. Meanwhile, RTB's vision expresses the BV of becoming the main media brand in Brunei while being proactive in embracing technological advancements (Radio Television Brunei, n.d.-a). Therefore, understanding RTB's BV may provide insights to examine how potential BCC could effectively communicate BV among youths.

2.2 Visual Communication

Visual communication refers to the process of exchanging information through visual elements across different media platforms (Thelander, 2018). In addition, Suardina et al. (2023) highlight colour as a key component of visual communication, as supported by Wang (2024), visual communication reinforces a company's branding, values, and messages to the public. For example, Matusin, Valdez and Mumin (2025) noted that regardless of whether the audience understood the health impacts of certain advertisements, due to its visual appeal, they would still continue to engage. Hence, it is evident that there is a need to carefully understand how colours could be a strategic tool for effective branding. Furthermore, in modern branding, colours capture consumers' attention towards a brand (Han, 2022), demonstrating the importance of understanding colour effectiveness in the digitally competitive market. Thus, the research hopes to provide insights into how colours grab youths' attention towards RTB to drive SME. Overall, supporting RTB's vision of coping with technological changes and RTB's mission in forming a knowledgeable society.

2.2.1 Colour psychology

Colour psychology studies how colours affect perceptions, trigger physiological changes and emotional responses, which influence behaviour (Agarwal & Poojary, 2025; Chandra et al., 2025; Nagy & Temesi, 2024). In addition, colour psychology has been applied in various contexts, including digital environments (Jindal, 2024b). In branding, colours assist in communicating BI (Nuresa, 2025) and shape consumers' perception of a brand. Therefore, examining colour psychology helps brands to implement colours that showcase BI, desired emotional impact, and drive engagement.

2.2.1.1 Red

Red is universally associated with a strong impression. Consistent research indicates that red evokes excitement and a sense of energy (Gupta et al., 2025; Duarte et al., 2026) and is linked with urgency (Agarwal & Poojary, 2025). As supported by Sawarkar et al. (2025), red influences consumers to respond fast due to its urgency. Red in branding benefits media organisations to grab the public's attention quickly towards information. For instance, red in breaking news may direct consumers' attention due to the high sense of urgency. Despite that, red can elicit negative emotional responses, such as threat and danger (Lunardo et al., 2021; Piotrowski & Armstrong, 2012). The difference suggests that while red triggers a sense of urgency, red may also affect consumers' trust. Therefore, media organisations need to balance the use of red in branding to evoke urgency and maintain brand trust.

2.2.1.2 Blue

In contrast, cool colours such as blue and green elicit a calming effect as participants associate these colours with trustworthiness, reliability, and safety (Gupta & Dingliwal, 2023; Agarwal & Poojary, 2025). Previous scholars indicate blue triggers a sense of security and tranquillity (Lucky, 2025), often implemented in banking environments for a sense of security (Won & Westland, 2017). Another SM example could be seen on Facebook's colour blue to facilitate credibility (Jindal, 2024a) and calm sensation (Zutshi, 2025; Carson, 2021), so users trust Facebook for genuine online interaction. However, this research only examined case studies without insights from participants, which may not reflect consumers' subjective perceptions and emotions associated with blue. Thus, the present study seeks to address the gap by employing an interview research design to directly gain participants' perspectives on BC.

2.2.1.3 Yellow

Meanwhile, yellow is often translated into happiness, as noted by Shagyrov and Shamoi (2024)'s research on company logo colours and consumer emotions. This is further supported by Zutshi (2025), whereby the majority of participants associated yellow with joy, suggesting that scholars agree that yellow facilitates positive emotions. Therefore, the application of yellow in branding causes consumers to feel cheerful, which may attract consumers closer to the brand. According to Yu et al. (2020), yellow was dominantly used by tourism agencies in their SM images. It was further revealed that orange-yellow was a significant predictor of likes in SME. This may reflect that when consumers feel contentment seeing yellow, they are keen to engage with the digital post.

2.2.1.4 Green

Consistent studies demonstrated that green is associated with the environment and health (Sawarkar et al., 2025). This is proven in the empirical studies, as green packaging influenced consumer perceptions of sustainable products (Steiner & Florack, 2023). Therefore, companies such as Starbucks use green to showcase eco-friendliness (Nuresa, 2025). Green was also associated with freshness among participants (Hunjet & Vuk, 2017), which may be explained as sustainable-oriented brands may appear as clean and authentic, causing a sense of freshness. Hence, the colour psychology of green can indicate various emotions and brand perceptions.

2.2.2 Semiotics Theory

Semiotics is the study of meanings of any signs (Yakin & Totu, 2014; Zhao, 2023). In branding, semiotics seek to understand how signs, such as colours, communicate messages to consumers (Datta, 2021) and affect consumers' perceptions, behaviour, the emotions associated, and the cultural connotation in which the system of signs occurs (Carson et al., 2024; Kolehmainen, 2025). According to Saussure, a sign is associated with a signifier and a signified, whereby the signifier displays the brand's visual aspect, including colours (Zhang & Rasalingam, 2025), whereas the signified is the mental concept constructed of the signs (Rudrakumar & Venkatraman, 2022; Datta, 2021; Dewanti, 2023). For example, the white background in Dove's advertisement campaign is the signifier showcasing purity, the signified (Hanif, 2025), consistent with Dove's BI of natural beauty. Another example is yellow, seen in various local brands, including Royal Brunei Airlines. Yellow is commonly understood as Brunei's representative colour, which signified association with the Sultan (Information Department, n.d.) and primary flag colour (Information Department 2022). This shows that semiotics in effective BC signal BI and BV to consumers.

2.3 The Role of Colours in Branding

Colours serve a central function in branding as colours can evoke emotions and shape perception (Kakembo, 2025). This means that the BCC needs to be strategically implemented to form a positive perception of a brand, as BC affect BI (Won & Westland, 2017), differentiate brands from rivals (Gupta & Dingliwal, 2023), and influences consumers' behaviour (Yadav, 2022). For media brands, the function of colour should signal BI besides distinguishing from other competitors.

2.3.1 BC that Attract Youths

Müller (2014) examined South Africa's Generation Y students' colour preferences on products. The top preferred colours include blue and red, whilst yellow and orange were the least preferred among the participants (Müller, 2014). The results contradict Patil's (2012) study on how colours affect Indian industry brand recalls, as hot colours (e.g., red) drew active consumers' attention, but not cool colours (e.g., green, blue) (Patil, 2012). This supports the findings by Nuresa (2025), who found that bright packaging colours attract attention rapidly compared to neutral colours. Furthermore, Raizada (2012) analysed the preferences

of Delhi's youth on colours, whereby red was the most preferred colour in advertisements over green, due to attracting the highest attention. With regards to SM, Chandra et al. (2025) analysed the effect of colours on engagement and revealed that yellow gained higher engagement rates. Moreover, strategic use of vibrant colours on digital platforms can attract users' attention and enhance interactions (Jindal, 2024b). This indicates that the effective use of colours, in this case, bright colours, can capture attention and increase SME. Therefore, previous consistent literature demonstrates that consumers are attracted to bright colours in branding. However, prior studies were conducted outside Brunei, highlighting the implications of the present study.

2.3.2 BI and BV through Colours

According to Nuresa (2025), an effective BI involves using colours that are consistent with the company's values and vision. In addition, perception towards a brand improves when the colour aligns with the BI it wants to communicate (Gupta & Dingliwal, 2023), as colours significantly affect consumers' perceptions of BI (Chang & Lin, 2010). For example, Coca-Cola uses red as an energetic BI (Arıcı and Akgün, 2025), while Dart's yellow logo reflects Dart's mission in delivering smooth transportation (Alkaff, 2025). Past research highlights that the BC shape consumers' perception of BV. Therefore, brands carefully select colours to form a proper brand perception that corresponds to BI.

2.3.3 Youths' Perception of Colours in SM

Today, users on digital platforms have continued to grow in recent years, causing brands to utilise SM to enhance user engagement (Jinda, 2024a) and strengthen brand perception (Krowinska & Dineva, 2025). BC on SM function to attract the youths' attention and drive engagement. According to the Ministry of Culture, Youth and Sports (2023), youths are those aged 15 to 35 years old, youth leaders below 45 years old and no age restriction for youth mentors. Zutshi (2025) examined youths' perceptions and emotions associated with colours in SM, where bright colours evoke positivity among the youth, influencing their intention to engage. Red was also found to be visually appealing (Zutshi, 2025). This is supported by Zaidi and Ismail (2023), as Malaysian Generation Z experienced a sense of excitement with red and yellow, and preferred these colours on Instagram, driving high engagement. Hence, bright colours are perceived positively, grab youths' attention and improve engagement. Youths also emphasised that BC should align with the BI (Zutshi, 2025), further supporting Agarwal and Poojary's (2025) secondary findings that colours corresponding to BI significantly enhance effectiveness, engagement and brand recognition.

2.4 Conceptual Framework

The conceptual framework for this study is adapted from Lee and Hong's (2016) research on advertisement effectiveness by investigating the factors that drive SM users' behaviour (purchase intention). Their study conceptualised the attitude toward empathy expression (AEE) to explain users' judgement towards ads and their empathy expression, which drives their SME (Lee & Hong, 2016). AEE was used to examine drivers of users' attitudes towards the ads (e.g., social network), going beyond users' evaluation of engaging with the ads. Therefore, the use of AEE in the present study is justified to achieve the aim as it aligns closely with the RQs. The conceptual framework proposed for this study will integrate the independent variables, youths' ABCC, and the dependent variables, their engagement on SM, based on the colours presented.

2.5 Summary of Literature Review

Overall, BC have been widely studied to influence behaviour, form perception, evoke emotions, and communicate BV. However, the literature review showed a geographic gap, as research focused on Western and Indian regions, and not within Brunei. Previous research also examined branding in general, with limited application of branding in social media. Although few studies have explored colours in various brand categories within the digital context, studies on media brands specifically remain unexplored. Prior research also mostly analysed the effect of advertising colours on consumer engagement but lacked attention given to how news' BC influence youths' engagement. Therefore, the present research aims to bridge the gap by examining Bruneian youths' perception on how BC in news and media brand affect SME and showcase RTB identity effectively.

3. Method

The methodology for this study is a mixed-method approach, combining both qualitative and quantitative approaches to gather richer data from RQ (Ahmad et al., 20224). Mixed-method approach identifies the relationship between variables and examines participants' opinions (Saraswati et al., 2023). The quantitative approach via survey identifies the degree to which BCC conveys BV, and the relationship between youths'

ABCC and their SME. In contrast, the qualitative interviews explore youths' opinions on BCC, RTB's BV, and the emotions associated with the colours.

3.1 Participants

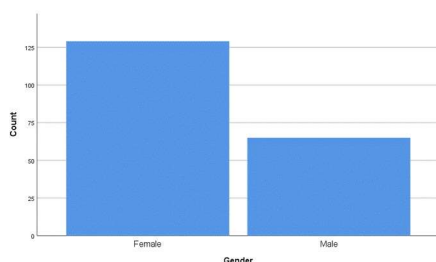
The target participants in this study are Bruneian youths, aged 18 to 54 years old. The whole definitions of youth from MCYS (2023) are adapted to start from age 18 and extend to 54 years old. These age groups were also selected as they reflect the age range of RTB's Instagram audience (@rtb.bn, 2014), making their insights relevant to determine the effectiveness of BCC in RTB's SM.

3.2 Sampling Method

3.2.1 Snowball Sampling for Questionnaire

The snowball sampling method is implemented for this research. Snowballing is an effective sampling method for research (Ting et al., 2025) by gathering samples via social networks of respondents (Chan, 2020). The method was chosen due to its time and cost efficiency to reach a high number of participants, via a self-administered survey on Google Forms. Initially, the researcher disseminated the survey to existing contacts.

Figure 2. Participants' Gender



Participants were then invited to share the survey with other available contacts. The survey was disseminated within 1 month, from May 22, 2026, to 22 June, 2026. A total of 201 participants responded, and 194 responses were considered valid. However, the limitation of snowball sampling increases the risk of sampling bias as participants may share the survey with individuals having similar personalities in their circles (Ting et al., 2025). To increase sample representativeness, the survey was shared with diverse initial participants across age groups, backgrounds, and genders, including researchers' colleagues, families, extended relatives, community groups, and non-government organisations.

3.2.2 Sampling Method for Interview

The study utilises voluntary response sampling for the semi-structured interview; youths who participated in the online research survey and agreed to be interviewed (McCombes, 2023; Stratton, 2023). A total of seven participants were interviewed based on their survey answers. As there were limited participants, there were only two participants for each red, blue, and yellow, while only one participant selected green. The majority of participants are aged 20 to 30, while only one is more than 30 years old. Volunteer sampling may result in self-selection bias as participants have strong opinions towards the research field (Hiratsuka, 2025). The small sample may also raise concerns about the data's generalisability, as there may be unbalanced perspectives on the interpretations of BCC. To reduce self-selection bias, the researcher attempted to share the survey with various demographics and encouraged different age groups to participate in the interview.

3.3 Data Collection Method

3.3.1 Quantitative Design: Questionnaire

The quantitative design utilises a Google Form survey in this study to determine descriptive statistics and examine relationships between variables via linear regression analysis. The survey was selected to enable cost and efficiency in data collection. However, participants may misinterpret statements due to the absence of a researcher to explain the questions, leading to data error (Jindal et al., 2014). To reduce interpretation error, all information in the survey was designed in both English and Malay, instructions were provided, and the Likert scale was labelled for each measurement item. Brief definitions were provided for terms such as BC and BV. The researcher's email was also inserted so participants may contact for enquiries.

The survey questionnaire consists of seven sections: Section 1 on the research description and participants' informed consent, Section A on participants' demographic profiles, and Sections B, C, D, and E on the influence of BC blue, red, yellow, and green, respectively. For each section of B to E, images of plain potential BCC and the samples, if used in RTB's SM, are shown. Participants were asked to rate their

agreement with the statements to measure perceived BV and SME, based on the four BCC. Finally, Section F is on the optional semi-structured interview.

Descriptive statistics are used to evaluate the mean and standard deviation of youths' opinions on RTB's BV, which would be represented based on the four BC if used in RTB's SM, therefore evaluating which BCC has the highest mean score for the BV. Meanwhile, the linear regression measures the relationship between the independent variable (youths' ABCC) and the dependent variable (level of youths' engagement in RTB's SM), aligning with RQ 1 and 2, respectively.

Table 1. Operationalisation

	Adapted Definitions	Measurement Items	Adapted from Sources
BV	Qualities and principles that of brands, reflecting the brand's mission and vision (M. Paul, 2022; Li & Sun, 2015).	BV1: The colour represents RTB as a reliable source of information. BV2: The colour represents RTB as a trustworthy organisation. BV3: The colour represents RTB as the main media organisation in Brunei. BV4: The colour represents RTB as a proactive media organisation in adapting technological changes	Rehman & Elahi, 2024; Wu & Chen, 2019.
Youths' ABCC	Youths' overall judgment of a brand, including behaviour of liking or disliking in the digital context (Lee & Hong, 2016; Safeer et al., 2022).	A1: I like this colour to represent RTB. A2: I prefer this colour to represent RTB than other possible colours. A3: This colour makes me more interested to know about RTB. A4: This colour catches my attention on RTB's SM. A5: I feel positive towards this colour as RTB's potential BC.	Kim et al. 2021; Rehman & Elahi, 2024
SME	Users' interactions with content on SM platforms, such as liking, sharing, and commenting on content (Davies et al., 2024).	E1: I would 'like' RTB's post if RTB uses this colour on SM. E2: I would 'comment' on RTB's post if RTB uses this colour on SM. E3: I would 'share'	Schivinski et al., 2016

RTB's post if RTB uses this colour on SM.

E4: I would 'repost' RTB's post if RTB uses this colour on SM.

E5: I would 'follow' RTB's account if RTB uses this colour on SM.

3.3.2 Qualitative Design: Semi-structured Interview

The qualitative approach involves a semi-structured interview of around 15 minutes to elicit in-depth responses from participants. The interview was conducted in-person or online via Microsoft Teams. Canva Pro was utilised to show the presentation of two images (Figure 3 and 4). Qualitative design is to explore youths' perspectives of RTB's SM colour choice, BCCs, and RTB's BV. During the interview, participants were shown screenshots of @rtb.bn Instagram account (Figure 3), to understand how youths perceive the colour choice used in RTB's SM, answering RQ 3. Participants were also shown four potential BCC and the samples if used in RTB's SM (Figure 4). Therefore, information was gathered on how youths perceive RTB's BV, based on their interpretations of BCCs, which contribute to RQ 4. The qualitative approach adopts a case study to explore one brand (RTB), to investigate complex phenomena (the potential BCC) within a particular context (youths' perspectives). Therefore, the qualitative case study approach provides holistic insights into youths' opinions on colours in RTB's SM and how BC communicate RTB's BV.

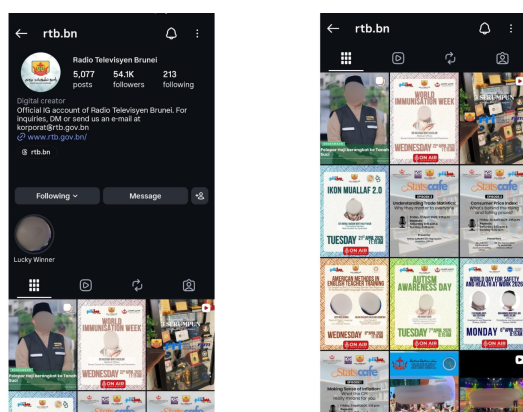


Figure 3. Screenshot of @rtb.bn Instagram Account



Figure 4. BCC and Samples if Used in RTB's Social Media

Description: A, C, E, G are blue, yellow, red, and green respectively. B, D, F, H are samples of corresponding BCC.

3.4 Pilot Test

A pilot test was executed to determine the survey's reliability before disseminating it to a larger sample size by sharing the survey among a small sample size. The pilot test allowed participants to provide feedback on the questionnaire. The pilot test was conducted before the official data collection.

3.5 Ethical Considerations

The study adheres strictly to ethical conduct throughout the research, including gaining approval from the Universiti Teknologi Brunei's Ethics committees. In the survey, participants' informed consent was obtained, and responses were kept anonymous. Data gathered is stored securely and is only accessible by the researcher. Any identifiable information was removed, and unique codes were assigned to participants. After research completion, the data will still be stored safely and may be removed according to the university's guidelines or when requested by participants.

3.6 Validity, Credibility, and Reliability of Data

3.6.1 Quantitative Data

One strategy to improve the reliability of quantitative measurement items is to test internal consistency using Cronbach's Alpha, which assesses the similarity of the instruments in the survey (Adeniran, 2025). According to the threshold by Taber (2017), Cronbach's Alpha value of 0.71 and above is described as good, 0.84-0.90 as reliable and 0.91 to 0.93 indicates strong reliability. In this study, all measurement items in every three constructs range from 0.8 to 0.9, showing good reliability in Table 2.

Table 2. Reliability Statistics

Constructs/Variables	Number of Measurement Items	Cronbach's Alpha	Reliability Indication
BV	16	0.859	Good
ABCC	20	0.878	Good
SME	20	0.919	Strong

Moreover, to improve data validity, as suggested by William (2024), RQ were developed clearly to examine variables within the scope of the study. The questionnaire was also reviewed and evaluated by the academic supervisor to determine clarity. In addition, measurement tools were adapted from previous literature in a similar research field (Rehman & Elahi, 2024; Wu & Chen, 2019; Kim et al., 2021; Schivinski et al., 2016). SPSS software was used to minimise calculation errors in data analysis.

3.6.2 Qualitative Data

Several techniques were employed to strengthen the credibility and validity of qualitative data. Participants were encouraged to share opinions openly during the interviews, aiming to discover deep perspectives, by reassuring the anonymity. The researcher also checked with participants to ensure their responses were understood accurately. In addition, data triangulation from multiple sources helps to improve data credibility and validity, as both primary and secondary resources will be used (Meydan & Akkaş, 2024). The study will also provide a thick description to support data analysis by applying theories to interpret data and minimise potential bias.

4. Results and Discussion

4.1 Statistics and Data Analysis

4.1.1 RQ1: To what extent does the potential BCC in RTB's SM influence Bruneian youths' perception of RTB's BV?

Results of descriptive analysis in Table 3 show that participants expressed a neutral perception of BC yellow to showcase RTB's BV ($M = 3.43$, $SD = 1.13$). Although yellow indicates a neutral level of agreement, it has the highest mean among other colours. This suggests participants perceived yellow to resemble RTB's BI and values, which may be explained as yellow is a predominant colour in Brunei's flag (Information Department, 2022), relating RTB as one of the government agencies that conveys Brunei's identity. Followed by blue ($M = 3.40$, $SD = 1.06$), indicating neutrality, showing a consistent pattern with yellow, despite a slightly lower mean value. The standard deviation shows that participants collectively perceived blue to communicate RTB's BV, aligning with previous research as blue is associated with trustworthiness and reliability (Gupta & Dingliwal, 2023; Agarwal & Poojary, 2025), directly reflecting RTB as a reliable and trustworthy brand. The descriptive analysis shifted in the level of agreement as participants disagreed on the use of green with

perceived BV ($M=2.96$, $SD= 1.18$). The findings suggest green misaligns with RTB's BI, since green is associated with eco-sustainability brands (Sawarkar et al., 2025; Nuresa, 2025), different from RTB's BI as a media organisation. The interpretation supports Zutshi (2025) and Agarwal and Poojar's (2025) studies that colour should correspond to BI to drive brand recognition, as green failed to align with RTB's BI. Whereas red reveals a similar pattern to green ($M=2.84$, $SD= 1.19$), proving disagreement on the influence of red on BV. The results contradict previous studies on red for urgency (Won & Westland, 2017) and excitement (Gupta et al., 2025; Duarte et al., 2026), where news media could use red to grab audiences' attention. The data posits that participants rejected red, which may be caused by the negative emotions associated with red (Lunardo et al., 2021; Piotrowski & Armstrong, 2012). Overall, blue and yellow revealed a neutral level of agreement among Bruneian youths on perceived RTB's BV, while green and red demonstrated a lower level of agreement. Hence, blue and yellow may be used for BC that would communicate RTB's BV but should avoid adopting green and red in branding.

Table 3. Descriptive Statistics

	Mean	Standard Deviation
Blue	3.4008	1.06225
Yellow	3.4317	1.13478
Red	2.8466	1.19558
Green	2.9665	1.18940

4.1.2 RQ2: What is the relationship between the attitude towards potential BCC on the level of youths' engagement in RTB's SM?

The dependent variable (youths' SME) was regressed on the predicting variables of ABCC. The independent variables significantly predict SME, $F(1,192) = 499.916$, $p<0.001$, which indicates that the factor under study has a significant impact on SME. Moreover, the $R^2 = 0.723$, depicts that the model explains 72.3% of the variance in SME. Additionally, coefficients were further assessed to ascertain the influence of each of the factors on the criterion variable (SME). H1 evaluates where ABCC significantly affects youths' engagement on SM. The results revealed that attitude has a significant and positive impact on youths' SME ($B=0.967$, $t=22.359$, $p<0.001$). Hence, H1 was supported. The results are presented in Tables 4, 5, and 6.

Table 4. Model Summary

	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.850 ^a	0.723		0.721	0.40541

Table 5. Anova

	Sum of Squares	df	Mean Square	F	Sig.
Regression	82.163	1	82.163	499.916	.000 ^b
Residual	31.556	192	.164		
Total	113.720	193			

Table 6. Coefficients

	Understandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	.087	.126		0.692	.489
Attitude	.967	.043	0.850	22.359	.000

Regression analysis was also tested on blue, yellow, red, and green. The results indicate attitudes towards all BC are significant in predicting youths' SME. Red has the highest strength, indicating youths' strong attraction towards the colour and SME, aligning with Raizada (2012)'s results.

Table 7. Summary of Regression Analysis for each BC

Results	Blue	Yellow	Red	Green
Model significant	P<0.01	P<0.01	P<0.01	P<0.01
Direction	Positive	Positive	Positive	Positive
Strength (B)	0.816	0.822	0.915	0.888
R ²	0.709	0.696	0.848	0.794

4.2 Qualitative Analysis

4.2.1 RQ3: What perceptions do Bruneian youths have on RTB's SM colour choice?

4.2.1.1 Theme 1: Colour Consistency and BI

When asked about participants' perspectives of the colour choices used in RTB's SM, three participants noted the lack of consistency across colours used, which does not strongly show BI:

"...if they pick one colour, one official colour, it would look neat, and better." (M2)

"...I feel like there should be a colour palette already assigned." (F4)

"...They don't have a very strong colour identity at the moment," (M3)

Despite the above, two participants expressed that the different colours show RTB as embracing modernisation,

"...(it portrays that they like adapt to shift in era)." (F3)

"...moving towards the modern era of designing." (M1)

The findings revealed contrasting viewpoints among the participants, expressing that the various colour choices implemented led to a mismatch in their perception and expectation of BC consistency, which caused the lack of coherence of RTB's BI. This is important as BC affect how consumers perceive the brand's identity (Chang & Lin, 2010). Due to the limited colour unity, it may cause RTB to be an unrecognisable brand and distort the intended BV RTB wants to convey. The results suggest that consistent BC could improve brand recognition.

In contrast, F3 and M1 perceived various colours as modernisation, showing they value colour variants and flexibility over one colour. With regard to semiotics, it can now be understood that colours are more than a signifier of visual aesthetics, as RTB's SM colours signify and communicate the brand as being adaptable in modern times (Datta, 2021). Therefore, the results show that perceptions of colours can vary due to subjectivity, highlighting that colour needs to be strategically developed to obtain a positive perception and align with BV.

4.2.1 RQ4: How do Bruneian youths perceive the potential BCCs in communicating the organisation's BV?

4.2.1.1 Theme 1: Dominant Colours

Two colours were perceived as communicating RTB as the main media organisation: yellow due to its "resemblance to Brunei" and RTB's "majority colour" as noted by M1 and M2, respectively. Whereas red was associated with bold impression, grabbing attention, seriousness, and sense of urgency, as expressed by F1, F2 and M3.

Based on the interviews, participants believed that yellow shows RTB as the main media organisation due to RTB's logo, Brunei's national colour, and "Brunei's flag" as stated by F3. The dominant colour on the logo and flag plays an important role in forming the perception of BI, highlighting yellow as a strongly embedded perception of the national colour (Information Department 2022). Moreover, a pattern is observed where yellow is evident in both the logo and flag, causing participants to group the objects with yellow. The interpretation aligns with the Gestalt Principle of Visual Perception, whereby individuals classify objects sharing similar colour together (Peterson & Berryhill, 2013). Therefore, familiarity with yellow and cultural association enhances brand recognition of RTB as the main media, aligning with RTB's mission.

Other participants declared strong emotions associated with red, portraying RTB as the main media. Participants shared similar opinions of red, signalling seriousness in news, confirming consistent studies of red in evoking energy (Gupta et al., 2025; Duarte et al., 2026; Agarwal & Poojary, 2025). Moreover, the

attention-grabbing red strengthened visual stimuli, attracting participants to engage, as supported by (Sawarkar et al., 2025). Despite that, there is evidence of a contradicting perception of red; “bad news or negativity”, expressed by F3, which may cause viewers to direct attention away from the news. The finding reinforces past literature on negative emotions associated with red (Lunardo et al., 2021; Piotrowski & Armstrong, 2012). Therefore, when red causes immediate attention and a “strong impression”, it showcases RTB as the main media. However, red could elicit aggression, which risks RTB’s intended BV. Importantly, the use of red in BC should be balanced and not excessively implemented to avoid damaging BI.

4.2.1.2 Theme 2: Association of Colours with Experience and Emotions

4.2.1.2.1 Sub-theme 1: Experience and Exposure

On the other hand, participants compared colours with external news organisations to relate to RTB’s BV, where F3 and M3 discussed blue and red to communicate reliability, while F2 perceived red as proactiveness:

“Blue, I think, because Borneo Bulletin biru (blue).” (F3)

“...red is normally associated with a lot of news sites, in the global scale, so, red is a passionate colour....” (M3)

“I think red 'cause blue, for example UK or any other countries' news, like mostly they use blue...” (F2)

The results demonstrate that participants perceived RTB as sharing a similar identity with other media brands, rather than perceiving BC to symbolise RTB BV alone. Participants also shared a similar pattern of thinking, whereby exposure to other news resulted in an association of the colour with RTB BI. This is supported by (Northern Virginia Community College, 2025), as exposure influences how individuals interpret information. The findings revealed the assumption that colours are universally understood within a news context and imply that RTB should consider culture and experience in communicating BV.

However, the findings challenged the role of colours claimed by Gupta and Dingliwal (2023) to distinguish BI from competitors. As participants recalled other brands when seeing red and blue, it raises the question of how RTB could use colours to form a unique BI. Although F2 acknowledged blue in other news media, she suggested implementing red as a way of differentiating between “important” and “neutral” news. This shows that while perceptions are influenced by existing news brands, participants also demanded different colours for RTB to remain competitive.

4.2.1.2.2 Sub-theme 2: Emotions Influenced Perception

Furthermore, participants associated different colours with positive emotions, affecting perceived BV. M1 associated “positive energy” with yellow for all BV, aligning with past research on emotional associations with yellow (Shagyrov & Shamoi, 2024). F4 associated calmness with blue for all BV except proactiveness, supporting consistent studies (Zutshi 2025; Carson, 2021). Moreover, F4 perceived blue as “neutral” of emotions, reflecting the importance of “sense of professionalism” in news media, which blue effectively conveyed (Nuresa, 2025). Hence, the lack of bias led to a perception of reliability and trustworthiness (Luelfesmann & Marie Riegel, 2022). Although M2 perceived change as risky, blue would showcase proactivity as a positive brand value, as blue facilitates a sense of security (Lucky, 2025), embracing change in a positive direction. Meanwhile, M3 perceived green as “fresh” and “credibility” for BV trustworthy and proactiveness, parallel to the previous study (Hunjet & Vuk, 2017). Although RTB stands as a news brand and is not environmentally related, M3 perceived green as “healthy” due to the positive local news, causing a perception of trustworthiness and proactiveness. The associations of colours with emotions align with colour psychology, which posits that colour triggers emotions that influence how participants perceive brands (Agarwal & Poojary, 2025; Chandra et al., 2025; Nagy & Temesi, 2024). Therefore, RTB could utilise colour psychology in understanding the functions and effectiveness of colour in communicating BV.

However, it is also important to note that colour psychology differs across individuals. For instance, M1 and F2 perceived green colour differently, questioning the “reliability” of the news source. Interestingly, M2 and F2 noted yellow and red as “not credible”. The negative perceptions may be detrimental for RTB, where trustworthiness and reliability are essential BV. The statements highlight that individuals perceive colours subjectively. This may be caused by differences in background or experience. Thus, through colour psychology, effective BC could be developed when implemented strategically.

Overall, varying perceptions arose on BCC and BV. Red and yellow are commonly perceived as the main media. Whereas other colours are perceived to communicate certain BV due to exposure, prior experience,

and evoke different emotions. BC thus remains prevalent in delivering brand identities, not just as a visual communication tool.

5. Conclusion

In conclusion, it is evident that BC could evoke emotions, form perception and influence engagement. Quantitative analysis shows yellow and blue are effective in communicating RTB's BV, while there is a significant relationship between attitude towards all colours and youths' engagement in RTB's SM. Thematic analysis reveals several themes, indicating varying perceptions of BCC on BV.

The scope of this study is limited to RTB's main Instagram account, @rtb.bn and does not cover other sections of RTB's SM accounts. In addition, the study focuses on BC while excluding font colours in the samples. The research does not examine specific colour hues. The study also employs a non-probability sampling design for both data collection methods, which may result in a lack of generalisability. Moreover, the interviews were limited to two age groups, leading to unexplored viewpoints of Bruneian youths.

Based on the limitations, there are several recommendations for future research. The research scope may be extended to examine other RTB's SM accounts and platforms, considering digital design, and the Multimodal approach. The research may also explore how fonts and different colour shades affect perceptions. Moreover, future studies may utilise random sampling to increase generalisability and expand participants' demographics and sample size for richer insights. The recommendations serve to amplify data validity, reliability, and credibility so BCC can effectively communicate BI while improving SME.

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