An Analysis on Users’ Awareness of Color Code
-Focused on Possible Ways to Promote Color Code-

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Abstract

Color code refers to an original bar code technology developed in South Korea, and is recognized as a technology that takes better competitive edge in data recognition speed or design scalability than Japan’s QR code, a worldwide popularized code. Particularly, color code is advantageous in that it is useful in various applications owing to very high visual effect which is demonstrated by a fact that code design can be implemented with various colors and emotional images.

The purpose of this study is to find out value and developmental possibility of color code as an alternative way of new marketing, survey and analyze users’ awareness about color code that emerges newly in these days, and propose effective ways to promote color code. In order to achieve these goals, this study relied primarily on web statistics and questionnaire survey in terms of research methodology and scope. And it used a questionnaire survey to investigate users’ awareness about color code in two aspects, i.e. communication and visuality.

As a result, it was found that QR code contains information simply, but color code is emotional code enough to satisfy both of two needs, that is, communication and design, as shown in the results of awareness survey. In the aspect of communication, it was found that color code was helpful to understand brands, and our users revealed high sense of affinity (curiosity) with brands. Thus, it is expected that color code will have influences on users’ brand preference and choice. Moreover, it was found that color code has effects on information delivery of brands, and it is differentiated from QR code in that the former is effective in identifying any relevant brands among competitive ones. In visual aspect, it was found that color code design didn’t have any significant influence on brand image. Notably, it was found that color code design had effects on improving brand awareness and attention. The images of color code were helpful for users to easily remember relevant brand, and the identity of a brand depends significantly on visual factors and how much strategically those factors are implemented.

Color code is similar to figure or icon, so it is not easily recognized as a code by users. However, it is characterized by interactivity and real time as a point of contact between online and offline to create active customer communications and activate even brand apps. Thus, it is expected that color code will be very useful as effective mobile marketing platform. In order to promote color code in the aspect of design, it is important to develop creative designs and differentiate brand identity to enhance brand images. In the future, it is expected that there will be more and more interests in color code as emerging code, and it will be more popularized around the world.

국문초록

컬러코드는 한국 고유의 2차원 바코드 기술로 현재 많이 사용되고 있는 일본의 QR코드와 비교해 인식 속도나 디자인 확장성에서 한수 위의 기술로 평가받고 있다. 특히 다양한 컬러와 감성적인 이미지로 다정한 인성이 가능하여 시각적 효과가 매우 높기 때문에 다양한 분야에서 유용하게 활용될 수 있다.