The Effect of Color Psychology in Marketing

Dr. Sanjay Kumar Padhy[1], Dr. P.S. Subhaprada[2]

[1,2]Aurora's PG College, Hyderabad

---******************---

ABSTRACT

The study of color as a determinant of human behavior is known as color psychology. The links between environmental stimuli and color is a highly complex process which is impacted by a large numbers of factors including culture, religion, natural environment, gender, race, and nationality. It is very important to study the psychology of color manipulation and color use of prior Promoting a business through marketing and advertising campaign. This is because of a color can represent many different energies, emotions, and feelings. Color is foundational to the visual identity of your brand in all it expressions and excellence-logs, packaging, products, environments, and all forms of marketing communication.

Keywords: Psychology of Color, Marketing, Advertising, Brand, Consumer, Culture

INTRODUCTION

Color psychology studies how colors influence the human mind and behavior. In marketing, it is used to analyze how different hues affect customers' perception of a brand in subconscious ways. The most successful and prominent brands in the world are defined by their colors, as a marketer, it's important to utilize colors effectively and efficiently consider what they say about their business. color increase brand recognition and brand recognition directly links to consumer confidence to buy the product.

When marketing new products it is crucial to consider that consumers place visual appearance. Colors are an integral part of brand strategy. The colourchoosen to represent your brand can subconsciously communicate a variety of messages, and it is proven through market research that color directly impacts the consumer.

DESIGN/METHODOLOGY/APPROACH

This article reviews the literature relating to color psychology in the context of marketing, highlights inconsistencies and controversies surrounding the color psychology, and, examines the impact of colors on marketing.

The Role of Colour in Marketing:
Color is a form of nonverbal communication and an important part of our daily lives. The understandings of emotion that evoke have been cultivated since birth and vary depending on age, geographic, location, and gender (examples: blue for boys, pink for girls). Applying color theory is one of the most powerful methods of creating customer appeal.
Studies have been shown that color:
- Increase brand recognition by up to 80%
- Improves readerships as much as 40%
- Increases comprehension by 73%
- Can be up to 85% of the reason people decide to buy

Importance of Colour in Marketing:
When marketing new products it is crucial to consider that consumers place visual appearance. Color impacts moods, sales and guarantee of coming back to a particular brand. When creating your own brands, it is important to note that there is an impact of color have a creation and sales.

The use of color in the marketing of your business, advertising & promotion your product, can send their positive or negative messages, creating a good or bad perception of your product. Color also has a functional impact on readability, eye-strain, and ability to attract attention. This is important in choosing colors for website pages, prints ads and other marketing media. Color is instrumental in attracting consumer attention to media advertisements.

- The most visible color is yellow
- Hard colors (red, orange, and yellow) are more visible and tend to make objects look larger and closer. They are easier to focus.
- Soft colors (violet, blue, and green) are less visible and tend to make objects look smaller and further away.

With relation to marketing, color psychology has become an important part of the visual appearance and brand recognition of companies and products. Color is perceived differently by everyone and through the use of different mediums.

Colors are commonly perceived to have certain meaning. The table below gives perceived meanings of different colors. The F represent Functional (fulfills a need or solves a problem) and the S represents Sensory-social (conveys attitudes, status, or social approval).

It is imperative that the color being used in your marketing reflects the products promoted your corporate branding, influences to your target audience and the message trying to be conveyed.

RED	YELLOW	GREEN
Lust (S)	Jealousy (S)	Good taste (S)
Negative issues (S)	Competence (S)	Envy (S)
Excitement (S)	Happiness (S)	
Love (S)		
BULE	**PINK**	**VIOLET/PURPLE**
Masculine (S)	Sophistication (S)	Authority (S)
Competence(S)	Sincerity (S)	Sophistication (S)
High quality(F)		Power (S)
Corporate (F)		
BROWN	**BLACK**	**WHITE**
Ruggedness (S)	Grief (S)	Happiness(S)
	Sophistication(S)	Sincerity (S)
	Expensive(F)	Purity (S)
	Fear(S)	

SOURCE: Bottomley, P.A; Doyle, J.R, "The interactive effects of colors and products on perceptions of brand logo appropriateness". Marketing theory 6 (1) 63-83.
The following colors affect online shoppers in INDIA:
YELLOW: optimistic and youthful: often used to grab attention of window shoppers
BLUE: creates the sensational of trusts and security; often seen with banks and businesses
GREEN: associated with wealthy; the easiest color for the eyes to process used to relax in stories.
ORANGE: aggressive; creates a sell to action; subscribes, buy or sell.
PINK: romantic and famine; used to market products to woman and young girls
PURPLE: used to calm; often seen in beauty or anti-aging products.

Attracting Attention of Consumers:
Color is used as a means to attract consumer attention to a product that then influences buying behavior. While the Consumer use colors to identify the known brands. An attractive color packaging receives more consumer attention then it influences the consumer to buy a particular product.

Colors and Brand:
Colors evoke brands, whether it is Heineken's distinct green label, Coca-cola's red, Cadbury's purple, all have different color values to different consumers. The high importance placed on color is an acknowledgement of manufactures understanding that color has strong emotional loading, able to prompt a response to written work of imagery.

Brand Identity:
Brand identity is important to anyone who is selling and marketing products and services and there is a reason why color is an important factor in identifying a brand.
1. Color draws attention
2. Colormakes the brand memorable

3. Color encourages participation
4. Color delivers information
5. Color increase brand recognition
6. Color brings emotion
7. Color allows you to shine out
8. Color shows the brand is of high quality
9. Color stimulates the senses
10. Color prolongs interest

Changing Moods and Attitudes:
The use of color in your small-business where the companies can convey the attitudes and moods are would like consumers to associate with your products. For example, the color blue can convey feelings of serenity and cleanliness. According to color wheels pro's website. This is an ideal color for promoting products that wish to emphasize Clarity & purity. The emotion or attitude the color choice generates adds our consumers to associate those emotions with your products. This feeling hopefully carries over into purchase experiences.

Color and Culture:
For doing business with other countries you must be aware of both the positive and negative implications of using particular colors' when marketing to these countries. Understand any cultural preference of your target as well as any cultural meanings attached to your color choice before making your selection.

The meaning of colors can vary depending on culture and circumstances. Each color has many aspects to it but you can easily learn the languages of color by understanding a few simple concepts.

Following is a list of colors and their cultural meanings in different countries through the world adopt the psychology of color.

Cultural Symbolism of Red:
- Red was used by ancient Romans to address their goals
- In India, China, and Nepal, brides wear traditionally, as it brings good luck
- A red 'Kimon o' in Japan defined good luck and happiness
- It stands for sacrifice, love and passion in Christianity
- Easter eggs were painted in red color in Greece
- South Africans use red is the color for mourning

Cultural Symbolism of Green:
- Green color is related to currency in the U.S.A
- In Japan, it defining life and birth
- Green also relates to exorcism
- In Iran, green is a sacred color
- Green was sacred to the Egyptians, temple floor were often painted in green
- It is a national color of Ireland.

Cultural Symbolism of Blue:
- In Hindu mythology, blue is the skin color of lord Krishna
- It denotes immortality in china
- in Spain and Italy, another term for 'prince charming' is the blue prince'
- in Belgium, blue is for a baby girl

Cultural Symbolism of Yellow:
- Yellow was the royal color of the emperors in china during the Ming and Quing dynasties
- Yellow is the sacred, and the color of celebration of spring in India, it is also related to farmers and merchants a
- Europeans consider the yellow to be the color for joy, happiness, and hope
- Historically, Americans defined yellow color as the symbol of love
- Yellow is an auspicious color in Buddhism, and stands for wisdom
- It represents the value of courage and nobility in Japan

Cultural Symbolism of Orange:
- Orange color represents joy and happiness in Japan and china
- In India, especially in Hinduism, orange is scared and holy colour
- Orange is the national color of the Dutch royal family of Netherlands

Cultural Symbolism of Purple:
Commonly purple color is associated with royalty, wisdom, and respect. Stimulates problem solving as well as creativity, frequently used to promote beauty and anti-aging products

Colors in Adverting:
The human brain commonly receives signals faster through eyes rather than ears visual appearance is supposed to be more attractive compared to other senses. The advertising world revolves around the principle of attraction. Whatever the product, in the end the advertisements should attract the consumer.

Best Color of Advertising:
The best color for advertising are those that make people comfortable or stimulate their senses knowing which color does that depends on what is being advertised. In general colour schemes can be divided into three categories: warm, cool, and black and white.

1. Warm color 2. Cool color 3. Black and white

1.   Warm colors: red, yellow
2.   Cool colors: blue and greens
3.   Black and white

CONCLUSION

Color is an important factor in the visual appearance of the products as well as in brand recognition,color psychology has become important to marketing. The psychology and emotional of color in each person is influenced by several factors such as culture, religion and nationality. When making color decisions, it is important to determine the target audience in order to convey the right message.

REFERENCES

[1]. Kaiser, P. (1984), "Physiological response to color", Color Research and Application, Vol. 9 No. 1, pp. 29-36.
[2]. Kaufman-Scarborough, C. (2002), "Seeing through the eyes of the color-blind shopper: developing dialogues for understanding", Colors Matters – Research, available at: www.colormatters.com (accessed 11 November 2002).
[3]. Khouw, N. (2002), "The meaning of color for gender", Colors Matters – Research, available at: www.colormatters.com (accessed 11 November 2002).
[4]. Kido, M. (2000), "Bio-psychological effects of color", Journal of International Society of Life Information Science, Vol. 18 No. 1, pp. 254-62.
[5]. By Ron Pedemonle on February 9, 2012 color communication world
[6]. Tustssel, G. (2000;"But you can judge a brand by its color" brand strategy
[7]. Bottomley P.A; Doyle, J. (2006."The interactive effects of colors and products on perceptions of brand logo appropriateness". Marketing theory) 6 (1) 63 - 83.
[8]. H Luomala, H.T(2010) "Exploring consumer's product –specific color meanings"
[9]. Williams, G.E. (1969): Changing systems and behavior, Business Horizons, August, pp. 6-35

E- REFERENCE

[1]. www.easy-forex.com
[2]. www.empower-with-color-psychology.com
[3]. www.brandingstrategyinsider.com
[4]. www.wikipdia.com
[5]. www.ijbm.org
[6]. www.robertcipolla.com