

THE INFLUENCE OF COLOUR PSYCHOLOGY IN MARKETING, ADVERTISING AND PROMOTION

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ABSTRACT

The study of colour as a determinant of human behavior is known as colour psychology. The links between environmental stimuli and colour 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 colour manipulation and color use of prior Promoting a business through marketing and advertising campaign. This is because of a colour can represent many different energies, emotions, and feelings. Colour 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

The most successful and prominent brands in the world are defined by their colours, as a marketer, it's important to utilize colours effectively and efficiently consider what they say about their business. Colour 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. Colours are an integral part of brand strategy. The colour chosen to represent your brand can subconsciously communicate a variety of messages, and it is proven through market research that colour directly impacts the consumer.

THE ROLE OF COLOUR IN MARKETING

Colour 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 colour theory is one of the most powerful methods of creating customer appeal.

Studies have been shown that colour:

- 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. Colour 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 colour have a creation and sales.

The use of colour 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. Colour also has a functional impact on readability, eye-strain, and ability to attract attention. This is important in choosing colours for website pages, prints ads and other marketing media. Colour is instrumental in attracting consumer attention to media advertisements.

- The most visible colour is yellow
- Hard colours (red, orange, and yellow) are more visible and tend to make objects look larger and closer. They are easier to focus.
- Soft colours (violet, blue, and green) are less visible and tend to make objects look smaller and further away.
- With relation to marketing, colour psychology has become an important part of the visual appearance and brand recognition of companies and products. Colour is perceived differently by everyone and through the use of different mediums.

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

It is imperative that the colour 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)[26]	Jealousy (S)[26]	Good Taste (F)[26]
Negative Issues (F)[27]	Competence (S)[23]	Envy (S)[26]
Excitement (S)[23]	Happiness (S)[26]	
Love (S)[26]		
Blue	Pink	Violet/Purple
Masculine (S)[26]	Sophistication (S)[23]	Authority (S)[26]
Competence (S)[23]	Sincerity (S)[23]	Sophistication (S)[23]
High quality (F)[26]		Power (S)[26]
Corporate (F)[26]		
Brown	Black	White
Ruggedness (S)[23]	Grief (S)[26]	Happiness (S)[26]
	Sophistication (S)[23]	Sincerity (S)[23]
	Expensive (F)[26]	Purity (S)[26]
	Fear (S)[26]	

Figure 1

SOURCE

Bottomley, P. A; Doyle, J. R (2006). "The interactive effects of colours and products on perceptions of brand logo appropriateness". *Marketing theory* 6 (1) 63-83.

The following colours affect online shoppers in North America

YELLOW: optimistic and youthful: often used to grab attention of window shoppers

BLUE: creates the sensation of trusts and security; often seen with banks and businesses

GREEN: associated with wealthy; the easiest colour for the eyes to process used to relax in stories.

ORANGE: aggressive; creates a sell to action; subscribes, buy or sell.

PINK: romantic and feminine; 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

Colour is used as a means to attract consumer attention to a product that then influences buying behavior. While the Consumer use colours to identify the known brands. An attractive colour packaging receives more consumer attention then it influences the consumer to buy a particular product.

Examples: coca-cola and cadbury's



Figure 2

COLOURS AND BRAND

Colours evoke brands, whether it is heineken's distinct green label, coca-cola's red, cadbury's purple, all have different colour values to different consumers. The high importance placed on colour is an acknowledgement of manufactures understanding that colour 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 colour is an important factor in identifying a brand

- Colour increase brand recognition
- Colour makes the brand memorable
- Colour encourages participation
- Colour delivers information
- Colour draws attention
- Colour prolongs interest
- Colour allows you to shine out
- Colour shows the brand is of high quality
- Colour stimulates the senses
- Colour brings emotion

CHANGING MOODS AND ATTITUDES

The use of colour 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 colour blue can convey feelings of serenity and cleanliness. According to colour wheels pro's website. This is an ideal colour for promoting products that wish to emphasize Clarity & purity. The emotion or attitude the colour choice generates adds our consumers to associate those emotions with your products. This feeling hopefully carries over into purchase experiences.

COLOUR'S AND CULTURE

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

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

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

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 colour in Greece
- South Africans use red is the colour for mourning

CULTURAL SYMBOLISM OF GREEN

- Green colour 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 colours
- Green was sacred to the Egyptians, temple floor were often painted in green
- It is a national colour of Ireland.

CULTURAL SYMBOLISM OF BLUE

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

CULTURAL SYMBOLISM OF ORANGE

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

CULTURAL SYMBOLISM OF PURPLE

Commonly purple colour is associated with royalty, wisdom, and respect. Stimulates problem solving as well as creativity, frequently used to promote beauty and anti-aging products.

COLOURS 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 COLOUR OF ADVERTISING

The best colour for advertising are those that make people comfortable or stimulate their senses knowing which colour 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 colour
2. Cool colour
3. Black and white

Warm Colours: red, yellow



Figure 3

Cool Colours: blue and greens



Figure 4

Black and White



Figure 5

CONCLUSIONS

Colour is an important factor in the visual appearance of the products as well as in brand recognition; colour

psychology has become important to marketing. The psychology and emotional of colour in each person is influenced by several factors such as culture, religion and nationality. When making colour decisions, it is important to determine the target audience in order to convey the right message.

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