

# Impact of Colour Psychology on Marketing, Advertising and Promotion

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## **Abstract**

*The study of colour as a determinant of human behaviour is known as colour psychology. The association between environmental stimuli and colour is a very complex process influenced by many factors such as culture, religion, natural environment, gender, race and nationality. It is very necessary to learn the psychology of colour manipulation and colour usage from the previous promotion of the business through marketing and advertising campaigns. This is because colours represent many different energies, emotions and feelings. Colour is the foundation of every brand's visual identity in all its expressions and excellence - logo, packaging, product, environment and all forms of marketing communication.*

**Keywords:** *colour psychology, marketing, advertising, branding, consumer, culture*

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## **I. Introduction**

Brands around the world are defined by colour and as marketers it is very important to use colour effectively and think about what they say about your business. Important. Colour increases brand recognition, which is directly related to consumer confidence in purchasing a product.

When marketing a new product, it is important to consider the visual appearance of consumer placement. Colour is an integral part of branding. Choosing colours to represent your brand can subtly convey a variety of messages, and market research proves that colour has a direct impact on consumers.

### **The Role of Colour in Marketing**

Colour is a form of non-verbal communication and an important part of our daily lives. Understanding of evoked emotions is cultivated from birth and varies by age, geography, location and gender (e.g. blue for boys, pink for girls). Applying colour theory is one of the most effective ways to attract customers.

- Studies have shown that colour:
- Increases brand recognition by 80%
- Increases readership by 40%
- Increases understanding by 73%
- Can represent up to 85% of people's product purchase decision

When marketing new products it is extremely important to consider how consumers perceive visual appearance. Colour affects mood, sales and return guarantees to a particular brand. When creating a brand, it is important to pay attention to the impact that colour can have on creation and sales.

The use of colour in your company marketing, advertisements and advertisements to promote your products, can send them positive or negative messages to have a good or bad opinion of your products. Colour can also have a functional impact on readability, eye strain and the ability to attract attention. This is important in choosing colours for website pages, print advertisements and other marketing materials.

- The most visible colour is yellow .
- Hard colours (red, orange and yellow) are more pronounced and tend to make objects appear larger and closer. It is easier for them to concentrate. .
- Pastel colours (purples, blues and greens) are less noticeable and tend to make objects appear smaller and further away. In marketing, colour psychology has become an important part of the visual appearance and brand identity 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(s)[26]
Negative issues(s)[27]	Competence(s)[23]	Envy(s)[26]
Excitement(s)[23]	Happiness(s)[26]	
Love(s)[23]		
BULE	PINK	VIOLET/PURPLE
Masculine(s)[26]	Sophistication(s)[23]	Authority(s)[26]
Competence(s)[26]	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]	

**Source:** Bottomley, P.AT; Doyle, J.R. (2006). "The interactive effects of colour and product on perceived brand logo relevance". *Marketing Theory* 6(1) 63-83.

The following colours affect online shoppers in North America

**Yellow:** Optimistic and youthful: Often used to attract the attention of window shoppers  
**Blue:** Creates a sense of confidence and security; common in banks and businesses  
**Green:** Associated with wealth; the easiest eye-friendly colours to relax in the **story.**  
**Orange:** Aggressive; create a commercial action; subscribe, buy or sell.

**ROSE:** romance and famine; used to market products to women and girls

**Purple:** used to calm; often found in beauty or anti-aging products.

**Attracting Consumers' Attention**

Colour is used to attract consumers' attention to a product, thereby influencing purchasing behaviour. And consumers use colour to identify well-known brands. Attractive and colourful packaging attracts consumers' attention more than it entices them to buy a particular product. Example: Coca-Cola and Cadbury's

**COLORS AND BRANDING** Colours that evoke brands, whether Heineken's light green label, Coca-Cola's red, Cadbury's purple, have different colour values for different consumers. The emphasis on colour is an acknowledgment of designers who understand that colour has a strong emotional tone and can evoke a response to a written image.

**Brand Identity** Brand identity is important to anyone who sells and markets products and services, and there's a reason why colour is an important factor in identifying a brand.

1. Colour increases brand recognition
2. Colour makes brands memorable
3. Colour encourages engagement
4. Colour conveys information
5. Colour grabs attention
6. Colour prolongs interest
7. Colour sets you apart
8. Colour shows high brand quality
9. Colour stimulates the senses
10. Colour brings emotion

**Changes voice and attitude**

Use of colour in your small business can change the attitude and communicate what you want consumer's emotions to associate with your product. For example, blue can convey feelings of calm and cleanliness. From the colour wheels pro website. It is the ideal colour to advertise Clarity & products. Cleanliness. The emotions or attitudes created by colour choices increase the chances that our consumers will associate those emotions with your product. I hope this feeling carries over to the shopping experience.

### **Colours in advertising**

The human brain normally receives signals faster through the eyes than through the ears. Visual appearance should be more appealing than other senses. The world of advertising revolves around the principle of attraction. Regardless of the product, the final ad must appeal to the consumer.

### **Best colors for advertising**

The best colours for advertising are those that make people feel comfortable or stimulate their senses to know which colour to use depending 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. Cold colour 3. Black and white

1. Warm colour: red yellow

2. Cold colour: blue green

3. Black and white

## **II. Conclusion**

Colour is an important factor in a product's visual appearance and brand recognition, and colour psychology has become an important factor in marketing. The psychological and emotional nature of each individual is influenced by many factors such as culture, religion and nationality. When choosing colours, it is important to identify your target audience to convey the right message.

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