



## Colour Psychology's Impact on Marketing, Advertising, and Promotion

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### Abstract

The objective of this study was to review the use of colour psychology in marketing. Consumers make decisions on things or other people in just 90 seconds. A product's or person's evaluation is based only on colours between 62 and 90% of the time. Thus, a colour is used to distinguish your goods from those of competitors as well as to alter the emotions and moods of specific customers, thereby influencing their attitudes about a given product. Given that a person's feelings and mood might change over time, marketing executives must recognise the value of colour and use it to their advantage when designing products or packaging. The written word relating to colour psychology is evaluated in this study. According to the study, colours are crucial to marketing. Managers should pay close attention to the colours of their brands and products in order to draw in a broad audience. The paper also highlights the limitations and research objectives for the future.

**Keywords:** Consumers; Marketing Executives; Colour Psychology

### Introduction

Colours have always had a significant influence on people's perceptions, feelings, sentiments, and moods. Additionally, rather of allowing for only one interpretation, they appear to provide options for others. Colours are crucial to the realms of marketing and advertising because they affect people's purchasing decisions, worldviews, emotions, and behaviour. A person's experience of a product is a combination of different indications because colours don't function independently but rather from multiple references. Additionally, one's natural physiological and psychological make-up, past experiences, age, gender, personality, level of education, and ethnographic and demographic characteristics all have a significant impact on how they perceive and use colour. This increases the difficulty and effort required to employ colour successfully in the context of marketing. Colour may capture attention, calm or irritate the eyes, affect the legibility of the text, and, when used as a marketing tool, can be a supremely persuasive force. Colour is a functional component of human vision. All things considered, picking the incorrect colours could be a costly mistake. An interior space, a product, a service, or even a marketing campaign can succeed when the right colours are used to empower and inspire (Ciotti, 2020).

As a marketer, it's crucial to use colours effectively and efficiently and to think about what they say about their business. The most well-known and successful companies in the world are identified by their colour palettes. Brand identification is boosted by colour, and consumer confidence to purchase the product is directly correlated with brand recognition.

The importance of consumer preference for visual appeal must be taken into account while marketing new items. The use of colour is essential to brand strategy. The colour you choose to represent your brand can subtly convey a number of signals, and market research has shown that colour has a significant influencing customer behaviour.

## **Discussion**

Our senses must be used in order to interpret the surroundings. The most important and significant of the five senses is sight. In reality, our senses help us choose different brands from diverse companies. Colour selection is important for branding and marketing. It's believed that colour can dramatically alter how we see the world. According to a survey, individuals decide if they like a person or a product in less than 90 seconds. It is also discovered that between 62 and 90% of a product's decision-making is based just on colours. The most important aspect affecting how we perceive things is their colour. The colour of anything has the biggest impact on how we perceive it. It has an impact on every facet of daily life and is considered to be a major driver of consumer behaviour.

The interaction of the light spectrum with the eyes' spectral sensitivity to light receptors results in colour. Bright splits into six different hues when it interacts with these receptor eyeballs. Different wavelengths of light are emitted by sources of light. Different light creates new colours due to differences in wavelength, and we see a fusion of several hues as a result.

In a nutshell, the colour of a thing often depending on two factors, namely, how I and my brain interpret that object and the physical object in their environment. According to psychologists, there are two basic categories of colour: cool and warm. A warm colour made up of red and yellow a neutral hue such as white, black, or grey Colour is a crucial component of marketing in business communications.

The choice of colour affects how productive a product is. Customers' perceptions and behaviours are greatly influenced by colour since it affects their moods and emotions. Additionally, colour aids in setting a company apart from its rivals. It is frequently seen that different businesses within a single market select various colours to set themselves apart from rivals. For instance, in the mobile sector, Verizon owns T-Mobile in red, pink, and AT & A in blue.

In the field of marketing, colour plays a significant role in advertising various goods, offering various services, and creating various displays, packages, and logos for various goods. Colour is a crucial indicator for developing and maintaining the name of various items sold in competitive markets. It draws consumer opinions about distinguishing between various brands. Palmer and Scheoss referred to the ecological valence theory, a theory on colour preferences. This theory contends that a person's preference for a specific colour is determined by their emotional reactions to a colour-related object. People favour colours that are directly related to the objects they like. Customers take into account colour as one of the first major factors that affects their purchase decisions (Kotler & Kotler, 2012).

A research study also reveals that customer demographic factors including age, socioeconomic status, gender, race, culture, and ethnicity strongly influence their choice of hue. Colour perception and meaning are evolving over time. Marketers may choose and offer the most appropriate colour of the product since they are aware of customer colour preferences. In retail settings, colour is also employed to draw attention and foster the desire to make a purchase. Customers have varying tendencies toward various colour preferences in order to choose various product categories. Customers' preferred colour choices might not coincide with those of the products they think are appropriate.

Therefore, businesses cannot make their products in the hue of their choice solely on consumer preference because colours are not perceived independently of context. Colour selection is important for brand personality and logo design. It can be viewed as a crucial marketing element for influencing and managing opinions about the calibre of the products. It is believed that colour may instantly establish a brand identity while also acting as a representation for a product's price and quality. Thus, choosing the appropriate hue for a product helps to advertise and recognise its value. On the other side, choosing the incorrect hue for a product can impede interaction between a company and its

customer base. The lifespan and price range of the product have a big impact on the colour selection procedure.

For instance, when expensive and long-lasting products are involved, buyers frequently give colour more consideration. However, consumers have more discretion in their choices when there are low prices and a short product life. Every colour used in marketing has a variety of connotations and provokes various emotions in consumers. To differentiate its product from competitors, a company chooses a colour or a palette of colours. Colours can inspire various feelings and emotions about a product, making them a crucial element in a company's ability to effectively market those products. Different colour choices appeal to different personality types and shopper kinds (Labrecque & Milne, 2012).

### **Colour Controversy**

There is disagreement among academics about the connection between colour and personality. Traditional psychologists disagree that colour can affect a person's personality. Modern psychologists emphasise that colour plays a big part in defining our personalities.

However, colour's influence can be seen in the following areas of our lives:

### **Colour and Health**

For many years, people have believed that colour has a significant impact on one's health. Infusing their patients with different colours of light, ancient Egyptian healers treated their patients. As a branch of new age prescription, this design has come back into fashion. Certain illnesses have been attributed to the healing power of various hues. For instance, purple has been shown to decreasing blood pressure, oranges are thought to strengthen in the lungs, and red has been shown to excite the liver. Orange has also been shown to boost calcium metabolism. The sympathetic nervous system is influenced by green, while the digestive tract is effectively energised by yellow.

### **Culture and Colour**

Additionally, society and religion have a complete impact on colour. According to studies, blue is the hue that is most popular across all cultures. Orange is the most revered hue among Hindus in India. However, certain cultures, those that do not consider orange to be a colour include the Ndembo of Zambia. Celts held the colour green in high regard before Christian popes declared white to be the traditional wedding colour. Green is regarded as a sacred colour by Muslims as well. White was preferred by Inuit communities. Red and white were frequently used together for ritual decorations in Melanesia. The appendix reports the specifics of each colour and its connotations in various nations and cultures.

### **Emotions and Colour**

People are emotionally impacted by and attached to certain hues. Boyatzis, Varghese, and others Brown, black, and red are connected with sadness whereas blue, orange, and yellow are associated with happiness, according to research on the association between colours and emotions. They claimed that these feelings were common to people of all ages. Aromas, sizes, clamours, shapes, and colours are atmospheric factors that may convey messages, evoke feelings, and increase purchase likelihood. Colour and customer emotion and perception are linked in a number of research. According to Hamphill, although brown and black have the opposite effect on people's emotions, colours like blue, white, red, and pink elicit positive ones like happiness and excitement. According to Labrecque and Milne, brands utilise red and orange colours to portray greater excitement than other, cooler hues like blue. Similar findings were made by Dijkstra *et al.*, they found that blue hospital rooms are less stressful than orange hospital rooms, which are more stimulating than white hospital rooms.

### **Gender and Colour**

Colour perceptions differ according to gender. Women tend to react more frequently to combinations of red and blue, whereas Black, white, and Asian men are more accepting of than women

are. Adults, they claimed, also favoured the contrast of blue and red. These historical discoveries imply that gender perceptions of colour vary.

### ***The Part Colour Plays in Marketing***

Colour plays a significant role in our daily lives and is a type of nonverbal communication. Age, regional place, and gender all have a different impact on the understandings of emotion that elicit (examples: blue for boys, pink for girls). One of the most effective ways to appeal to customers is by using colour theory.

Research has revealed that colour:

- Up to 80% more people will recognise your brand.
- Increases readerships by as much as 40%
- 73% more understanding is gained
- Can account for up to 85% of people's purchasing decisions.

### ***Colour's Importance in Marketing***

The importance of consumer preference for visual appeal must be taken into account while marketing new items. Colour affects feelings, sales, and the likelihood that a customer will return to a specific brand. It's critical to remember that colour has an impact on both creation and sales when developing your own businesses.

The use of colour in business marketing, advertising, and product promotion can convey either positive or negative messages, resulting in either a favourable or unfavourable perception of your product. Additionally, colour affects readability, eye strain, and attention-getting effectiveness. This is significant when deciding on colours for print advertisements, internet pages, and other marketing materials. Consumer attention to media commercials is greatly aided by colour. Yellow is the colour that is the most noticeable (Schindler, 1986).

Hard colours (red, orange, and yellow) are easier to see and have a tendency to make objects appear bigger and closer. It is simpler to focus on them.

Soft colours, such as violet, blue, and green, are less noticeable and have a tendency to make objects appear farther away and smaller.

In terms of marketing, colour psychology has grown to play a significant role in the outward appearance and name recognition of businesses and goods. Every person and every media has a different way of perceiving colour.

Colours are frequently thought to have specific meanings. The chart below provides information on the perceived meanings of various colours. The letters stand for Functional and Sensory-Social respectively.

The colour utilised in your marketing must accurately represent the goods offered, your business branding, how it affects your target audience, and the message you're attempting to get over.

The following hues influence North American internet consumers:

- Yellow: upbeat and youthful; frequently used to attract window shoppers' attention.
- Blue: provides the impression of security and trust; frequently used by banks and companies
- Green: Associated with riches; the most relaxing colour for the eyes; utilised in tales.
- Orange: Assertive; generates a call to action; subscribes, buys, or sells.
- Pink: It is used to promote goods to women and young girls as a symbol of romance and fame.
- Purple: calming; frequently found in cosmetics or anti-aging goods.

### ***Attracting Consumer Attention***

Colour is used to draw customers' attention to a product, which then affects their purchasing decisions. While consumers utilise colours to distinguish between well-known businesses. Consumer

attention is drawn to colourful packaging more than it prompts them to purchase a particular product. Coca-Cola and Cadbury are two examples.

### **Brands and Colours**

The distinctive Heineken green label, Coca-red Cola's label, and Cadbury's purple label all have diverse colour meanings to different consumers. Colours conjure brands. The high value given to colour is a recognition by manufacturers of their understanding that colour has significant emotional connotations and can elicit a reaction to textual or visual works.

### **Body of a Brand**

Anyone who sells and markets goods and services understands the importance of brand identification, and colour is a key component in establishing a brand's identity.

- Colours help people recognise brands
- Colour helps brand recognition
- The use of colour promotes participation
- The use of colour conveys information
- Colour catches the eye
- Colour maintains interest
- Using colour makes you stand out.
- Colour conveys the brand's superior quality.
- Colour awakens the senses.
- Emotion is evoked by colour

### **Changing Attitudes and Moods**

Utilizing colour in your small business allows you to express the attitudes and moods you want customers to associate with your goods. For instance, the colour blue might evoke emotions of cleanliness and peace. According to the website for Colour Wheels Pro. This colour is perfect for promoting goods that want to showcase their clarity and purity. Our customers identify your products with the emotion or attitude that the colour choice creates. We can only hope that this emotion permeates our shopping experiences.

### **Use of Colour in Marketing**

Colours have all the characteristics of aggression. Numerous rumours or educated estimates have surfaced as a result of the lack of conclusive scientific findings connected to colours. The study of this phenomenon has made some strides, but they were brought about by companies in the colour consulting industry. The majority of their findings are based on marketing consensus, despite the fact that their study is not experimental in nature. Here are a few instances of how colour is used in advertising.

### **Colouring and Dining**

Because it affects our metabolism, red was the colour of choice for fast food establishments. Additionally, fast-food tycoons used the colour yellow to entice clients, pique their interests, and persuade them to consume. This is seen to be the best way for fast food establishments to boost sales. Instead, formal restaurants use blue to calm and relax their customers. Formal restaurants employ this strategy to boost sales. Kido connected the colour blue to serenity. Additionally, they asserted that employing blue colours in excess can lower appetite.

### **Waiting Time and Colours**

Colours affect how time is seen to pass. When there is a red light, things appear bigger, heavier, and slower. On the other hand, time seems to move much more swiftly, and objects appear lighter and smaller when seen under a blue light. Casino's profit from this tactic by employing red illumination to energise their patrons and give them the impression that they aren't wasting any more time there.

### Brands and Colours

Brand associations are triggered by colours. Each of these companies has a distinct colour meaning for a certain customer, whether it be Cadbury's purple, Coca-red, Cola's Heineken's green, or Shell's yellow. Tutssel asserted that colour evoked powerful emotional responses that led people to react to packaging more quickly than they would to written content. The significance of colours vary depending on the culture, as we already discussed. It is probable that in the US inexpensive items are branded or packaged in purple whereas in Asian context pricey goods are labelled or packaged in purple. Products with grey packaging are seen as low-quality in China and Japan but high-quality in the US. As a result, businesses focus more on brand colour to appeal to a wider audience (Singh, 2006).

### Analysis

The first question posed by the respondents concerns how scent, touch, and colour affect their purchasing decisions. According to the findings shown in Figure 1, 51% of respondents claimed that colour influences them while making a purchase, 27% of respondents said that aroma influences them, and 22% of respondents said that touch influences them.

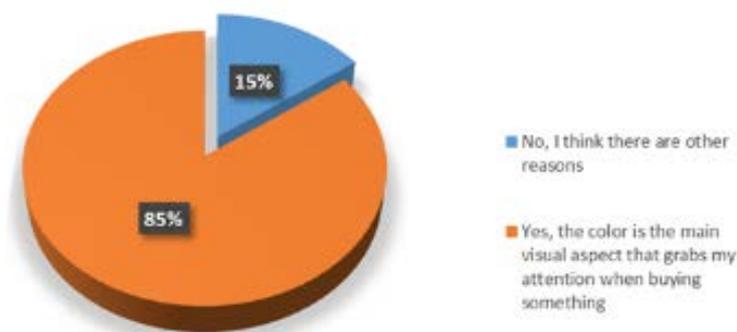
#### Which aspect tend to influence your decision making when shopping?



**Figure 1: Effect of Smell Touch and Colour to Influence Consumer**

When asked how the visual component of a product influences purchasing, respondents, as shown by the findings in Figure 2, provide information based on their experiences at various points of sale. 15% of respondents chose the option that mentioned other factors, whereas 85% of respondents chose colour as their primary visual consideration when making a purchase.

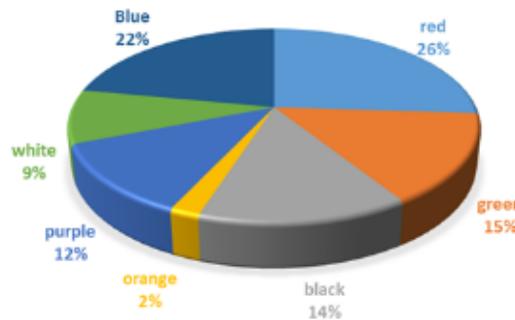
#### Do you consider color to be the main visual aspect that influences your buying?



**Figure 2: Visual Reason for Buying**

In response to a question on which colour they believe is most frequently used by advertisers to promote goods or services, as shown in Figure 3, the majority of respondents (26.2%), while a lower percentage (2.1%), believe that colour to be red.

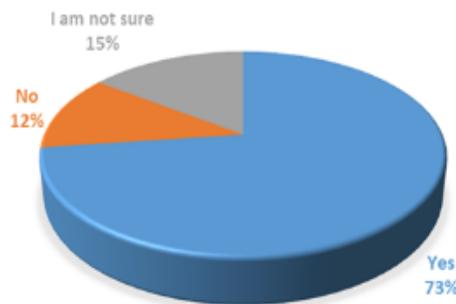
**Which colors do you think are most often used by advertisers to promote products?**



**Figure 3: Colours Most Often Used by Advertisers to Promote Products**

Figure 4 shows the percentage of respondents who believe colour is one of the primary marketing variables influencing their acquisition: 73.3% versus 12.2%.

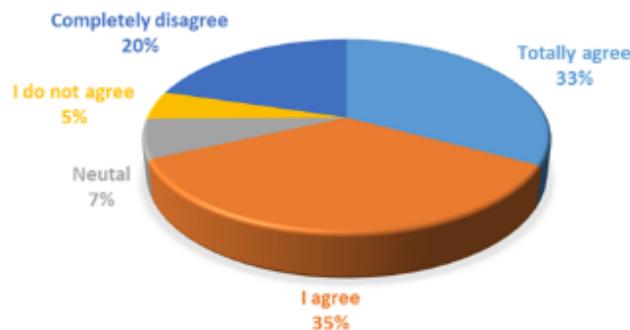
**Do you consider color to be an essential marketing factors that determines your purchasing?**



**Figure 4: Colour as One of the Main Marketing Factors**

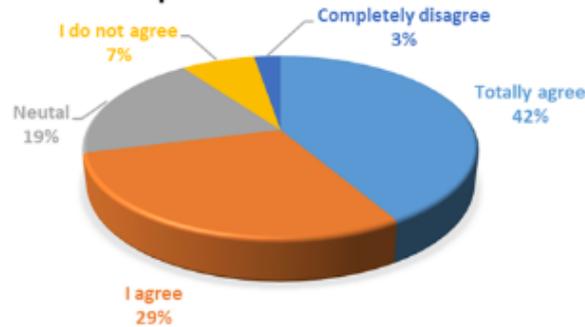
The data shown in Figure 5 shows that the percentage of respondents who completely agree with the statement that colour psychology is frequently utilised for marketing goals is the highest (33.5%) and the lowest (5.4%), respectively.

**The psychology of colors today is often used for marketing purposes.**



**Figure 5: Colour as One of the Main Marketing Factors**

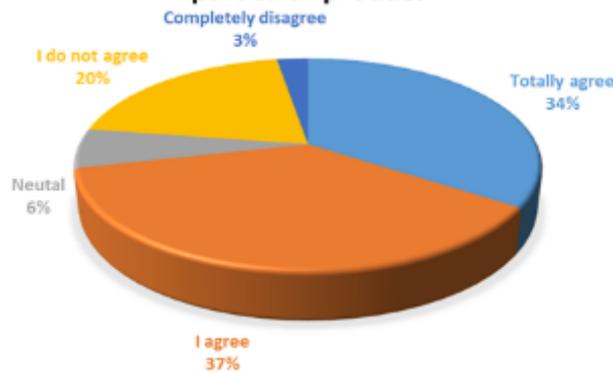
### Colors are used to create a certain perception for a product or service



**Figure 6: Using Colour to Create a Perfection of a Product or Service**

Results from a different Likert statement explaining how a colour might draw attention and influence purchases are shown in Figure 7. In addition, 37.2% of respondents concur that well-chosen colour communicates in marketing, draws attention, and provides a clear message to consumers, whereas 3.1% fully disagreed.

### A color attracts attention and persuade me to buy a particular product



**Figure 7: Colours Attract Attention and Communicate with the Commercial Audience**

## Conclusion

Colours are debatable. Some therapists believe that people's responses to colours are universal and therefore apply to everyone. Although other psychologists disagree with this idea. They hold that colour preferences differ across people, between cultures, between genders, and between age groups. To obtain a competitive edge, marketing managers should be aware of consumer preferences and choose those colours. Colours on product packaging and store walls can draw people in and greatly increase sales. Managers should examine the product's colours before introducing it because the wrong or inappropriate hue will cause buyers to have a poor impression of the brand or firm. To increase sales, global managers should be aware of how different colours are interpreted across cultural boundaries. Nowadays, eating out is more for socialising than for actual eating. The number of eateries will grow as people eat out more frequently. In order to boost profitability and set their restaurant apart from the competition, owners must draw guests. According to research, using the right carpet and wall colours can boost food sales. In order to increase market share through a sizable sale, marketing managers need pay close attention to the colours of their items.

## Conflict of Interest

The authors declare that they have no conflict of interest.

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