

## THE INFLUENCE OF COLOR IN MARKETING

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*Резюме – в данной работе рассматривается влияние цвета в маркетинге на человека.*

*Resume – this article examines the influence of color on human in marketing.*

**Introduction.** Color is one of the most important sources of information. With its help, you can influence a person and cause those emotions that will help draw attention to the product. In addition, color is a way of visual communication with possible consumers.

**Main part.** There are a lot of factors that are important for advertising a product in marketing: logo, color, packaging, font, symbols, advertising techniques. Now we will briefly talk about each of the factors.

At present, the pace of business development is getting higher and higher. This leads to the fact that the buyer must remember the corporate logo of the company or enterprise in the shortest possible time. That is why the rule "the simpler the better" applies to the logo. Packaging is the third important factor that matters in advertising. The buyer expects that the content of the product will be as attractive and of high quality as its packaging. If this does not happen, then the buyer quickly ceases to trust the manufacturer and looks for a similar product from competitors. Symbols are a means of communication. This is the meaning that is embedded in the logo itself, with the help of which you can better understand the essence of the subject. The main role of the font is to attract the attention of potential customers, as well as the perception of information [5]. Today marketers very often use the results of many studies given by different psychologists to establish the impact of color on a person. It is through color that the dialogue between the company and the consumer is established [4]. About 85 % of consumers believe that color is the main reason to make a purchase [1].

The greatest attention should be paid to color and its significance. There is such a concept as color psychology – a study of the influence of colors and their shades on human behavior and perception. It helps to create a certain impression, helps to focus attention in the right direction, contributes to orientation in space. Also the colors help to control the psychological state, mood and emotions, the sense of time, thinking and activity of the buyer. However, each person's perception of color is different. It depends on mood, personal experience, ambient atmosphere, and cannot reflect any emotion so accurately. It is known that many consumers also evaluate color according to several criteria: appropriateness, aesthetics and meaning. The main colors used in marketing, are: yellow as it is considered energetic, optimistic and is used for children's goods, recreation, travel; red is the color of energy, admiration and is used to attract attention; blue is the color of calmness and security, is used for banks; green is asso-

ciated with success, health and used for relaxation; black is safe, strong, authoritative, with its help achieve a sense of mystery and sophistication; white is considered the color of purity, clarity, it is used to combine several different colors and minimalist designs; purple is the color of respect and freedom, used to emphasize the creativity and uniqueness of the product [2].

Choosing the right colors, companies can stand out among competitors, tell about the brand philosophy and attract potential customers at first glance [3].

**Conclusion.** No color has a permanent connection to specific emotions. All those feelings that color evokes in a person are personal, related to personal experience, level of education, mood, religious affiliation. To build a successful brand it is necessary to use the psychology of color, taking into account national peculiarities of color perception, observing the rules when choosing colors of goods, logos, etc.

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#### **THE IMPACT OF NEW TECHNOLOGIES ON THE BUSINESS TRAVEL MARKET**

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*Резюме – в данной статье рассматриваются изменения на рынке бизнес-путешествий, происходящие благодаря стремительному развитию технологий, а также причины, по которым данные изменения произошли.*