

PSYCHOLOGY OF COLOR IN MARKETING AND BRANDING

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Резюме – в данной статье рассматривается понятие влияния цвета на человеческое восприятие, ассоциации, вызываемые им, а также особенности использования различных цветов и оттенков в рекламе.

Resume – this article discusses the concept of the influence of color on human perception, the associations caused by it, features and qualities of the use of different colors and its shades in advertising.

Introduction. The psychology of color perception is one of the most interesting and controversial topics in marketing. Today, most of the research on the influence of color on consumer choice and preferences is based on guesswork. However, a number of studies will help to understand these processes.

Main part. A careful study of the influence of colors on marketing has revealed that in 90 % of cases the opinion about the product is formed under the influence of colors used in packaging design [1].

A detailed study of exciting red and reliable blue also shows that the intention to make a purchase largely depends on colors, because they influence customers' perception of the brand [1]. For example, who would buy Apple production if they failed to convince everyone that their devices are the best in the world.

Almost every study contains proofs that when certain shades are associated with features (for example, purple with luxury and whimsy, green with utility and environmental friendliness, blue with calmness and logic), it is much more important that they correspond to the image that you want to create, and not associations. It is accepted that the brown color is most often associated with rudeness and severity. At the same time, depending on the context, it can convey a warm atmosphere or even make you hungry (advertising chocolate). There are no exact recommendations on what color a brand should choose [2].

In psychology, there is such a principle as the Restorff effect (isolation effect). It is when in a group of homogeneous objects, our brain best remembers the one that is different from the rest. If the page content (text or image) differs from the surrounding elements, then it is easier to remember and repeat [3].

According to the two-color combination schemes (one evaluates aesthetic reaction, and the other - consumer preferences), customers like color sets consisting of similar shades with contrasting accent.

Another way of color organization was suggested by designer Josh Byers. In his works, he calls for combining background, base and accent colors so that the visitor feels intuitively which color calls him to perform the action [4].

The color scheme also affects the conversion of the site. A well-known example is that the conversion rate of the site increased to 21 % as a result of

changing the color of the button. Red created a powerful visual accent, and green just got lost on the green page [5].

In addition, the name of the color is of great importance. Many customers prefer products with unusual color names. For example, the color mocha is more popular than brown. The color cherry is more popular than red [6].

Moreover, color affects people's emotions greatly, and emotions affect the choice of goods. American infographics show that for 85 % of respondents, color is the fundamental reason why they choose a particular product. Color increases brand awareness by 80 %. In the list of factors influencing the choice of buyers, 93 % of respondents refer to the visual component, 6 % refer to the texture of the product and only 1 % – to the sound or smell [7].

Conclusion. Visualization and color rendering is one of the most powerful tools in achieving marketing goals. Color is the first thing we pay attention to when we see a product or logo. The meaning that we will put into its perception depends on our personal experience. For this reason, it is difficult for marketers to choose a color that would satisfy everyone. They came up with a number of rules that are successfully applied and improved to this day, such as color contrast, the meaning of a certain color, the name of the color and much more.

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