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Psychology of the Color of Advertising in Marketing and Consumer Psychology

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Abstract

Color is the quality of objects that results from different types of light reflecting or emitting from them. Light is necessary for the perception of color. Certain colors reflect off of an item when light shines on it, whereas other colors are absorbed by it. Only colors that are reflected or bounced off of objects are visible to our eyes. It is divided into several types" Primary, Secondary, Intermediate, Complementary, Cool, Warm". Therefore, scientists and those interested in marketing have found the importance of using the right color to attract and appropriate colors for the advertised product because color is able to describe the feeling, so it is necessary to understand the nature of color and its use in marketing and advertising. After understanding the nature of the color and analyzing it, it is possible to choose the right color that attracts the attention of the recipients, and this process is done after a number of researches and analyzes in terms of determining the type of consumer, whether male or female, and also the environment surrounding them, choosing the appropriate color combinations. After confirming this, a successful product will be obtained from the marketing and advertising point of view and ensuring the success of its stability in the recipient's mind and refer to it again.

Keywords: Color, psychology of color, advertising, marketing, consumer.

Introduction

Color is a crucial component of every marketing or product, it is deemed the most crucial since it essentially affects the consumer's mood and draws attention to the advertised goods. The success of the marketing process depends on selecting the appropriate color based on the age group and kind of customer (male or female), thus it is important to understand consumer psychology. This will help to guarantee that the commercial and product are successful.

It's critical for managers and executives in charge of business communication to comprehend the significance of color in advertising and how it influences consumer behavior. Because color is a part of a brand's "visual equity," it is especially important in integrated marketing communications. Furthermore, it has been shown in the marketing literature that color influences how consumers view advertisements. Businesses today are under pressure to present a memorable brand image, and small aspects like color have become crucial components of the business's identity. Thus, it should come as no surprise that brand aficionados become devoted to a company's visual identity and could protest to color scheme modifications. Understanding the world around us is mostly dependent on our senses.

The most crucial and significant of the five senses is sight. In fact, we choose between many brands offered by various companies thanks to our senses. In branding and marketing, color choice is crucial. One of the most potent lenses through which we perceive the world is color. individuals form opinions about individuals or products in less than ninety seconds, according to a stud y finding.

Furthermore, disclosed is the fact that colors account for between 62 and 90 percent of a product's consideration. In terms of how we see things, colors are the most important component. It is regarded as a crucial component of consumer behavior and has an impact on every aspect of our everyday life.

The meaning of color and its types

The quality of anything that results from different types of light reflecting or emitting from it is called its color. Light is required in order to see color. A substance will absorb some colors when

light strikes it, while other colors will bounce off the surface. The only colors visible to us are those that are reflected or bounced off.[1-3]

It is divided into several types:

- **Primary:** The basic colors from which all other colors are mixed: traditionally, red, yellow, and blue; no other colors can be mixed to make primary colors
- **Secondary**: A color that is created by mixing two primary colors together in equal parts: green, violet, and orange
- **Intermediate**: A color created by mixing a primary color with the secondary color next to it; also called a tertiary color. Intermediate colors include red-orange, yellow-orange, yellow-green, blue-green, blue-violet, and red-violet
- **Complementary**: Constrasting colors; colors that are opposite on the color wheel, such as yellow & violet, blue & orange and red & green
- **Cool**: A group of colors on the color wheel associated with coolness, such as blues, greens and violets. In an artwork, cool colors appear to be farther away from the viewer
- **Warm**: A group of colors on the color wheel associated with warmth, such as reds, yellows and oranges. In an artwork, warm colors appear to advance toward the viewer

Color Psychology

Academic investigations into concoctions between color and psychological function date back to Johann Wolfgang von Goethe, a German poet, and his "Theory of Colors" published in 1810. Goethe discovered that warm, lively emotions were elicited in people by hues like red and yellow. He also discovered that unfavorable emotions like chilly and anxiety were evoked by hues like blue. Psychiatrist Kurt Goldstein recorded his own findings about physiological connection and color perception in 1942. He discovered that whereas green and blue were "relaxing, calm, and stable," red and yellow caused "forceful action" in people. [3-20]

"Color Psychology: The Impact of Color Perception on Human Psychological Functioning." They discovered via their studies that color has significance and influences human behavior. It might be challenging to perform studies on color, the researchers discovered. Hue, brightness, and chroma are three factors that may change any color. They began their own research after realizing that many color studies conducted before to the turn of the 20th century had neglected to account for these elements. [1]

Color has a significant impact on human cognition, according to research by Elliot and Maier. The color that had the biggest impact was red. They discovered that its link to life and blood provided it with a biological human identity. Additionally, the study found that the colors red stood for aggression, fear, arousal, and rage. [2]

Green and blue were two more hues they associated with important meanings. The sky, water, greenery, and plants were all represented by these hues. They discovered that both hues are connected to achievement and relaxation, as well as peace and openness. In conclusion, they found that while yellow tends to produce happy feelings, it might also be cause for concern. Color associations are context-specific, which is a significant finding made by Elliot and Maier. This implies that every person's interpretation of color is influenced by the context in which it is perceived. All things considered, their study showed that color has a significant impact on human behavior and thought processes. Although the effects might vary depending on the circumstances, colors nearly always elicit comparable connections in the human brain.[21]

Color psychology in relation to gender

If the most common car colors are white, black, silver, and gray, this may be attributed to perceived appropriateness. But is there another factor at play, explaining why purple power tools are so rare?

Research on color perception and preferences indicates that women tend to favor softer colors, whereas males seem to prefer bolder tones, tints, and hues. Additionally, women were more open to color tints with white added, whereas men were more inclined to choose color shades with black added as their favorites.

It's crucial to remember that a person's surroundings, particularly cultural views, have a significant impact on what colors are suitable for a certain gender. This, in turn, might affect personal preferences.

The emotional value of red to blue yellow was higher in males than in women, and men preferred blue to red.

According to a study, blue shines out far more for males than for women.

Women liked yellow over orange, while men chose orange over yellow, according to a 1940s experiment. This was the only gender difference found in the data. [9, 22]
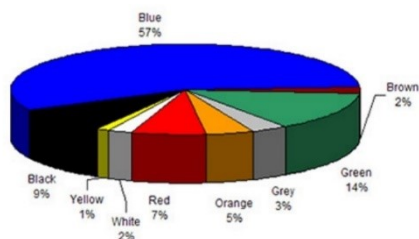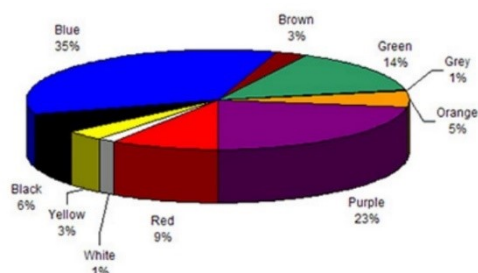
Figure1: Color preference rates for men [9]

Figure2: Color preference rates for women [9]

Factors to consider when choosing a color scheme [7, 23-27]

Relevance Appropriateness

Company owners ought to be aware of the message they wish to spread to the public in accordance with the nature of their enterprise; in this instance, the message may be matched with a fitting hue.

Target market

Company owners must also be aware of the target market and the demographic to whom they cater in order to choose colors that are appropriate for the target client base in terms of age, culture, and surroundings.

Consistency Consistency

The brand's color scheme's consistency allows it to stand out and prosper in the face of fierce industry rivalry while also strengthening its identity in the marketplace. Gaining the confidence and loyalty of customers is another benefit of consistency.

The effect of color on emotions and psychological semantics

The influence of color is associated with several interpretations, wherein it is seen as a sign or a symbol. Put another way, color is either utilized to convey exact information in visual communication, such as when yellow is used as a warning signal in road signs, or it is used to represent material products or experiences, such as yellow, which is a symbol of loyalty and success in China. In each case, color may be employed as an emotion

messenger to communicate the effective colors of the surroundings or as an emotion elicitor to trigger an emotional response in the individual. [3, 7, 10, 24, 27-35]

In general, the marketing industry would benefit from the attention placed on color psychology when determining an audience's personality. [2, 36]

Red color: a color with heat indicates energy, excitement, strength, love of adventure, movement and courage, a color that attracts the eye without resistance and affects according to its location, it is multiple in its connotations, as its use in traffic lights suggests danger and caution, and when it represents a blood stain evokes fear and horror, in the colors of flowers evokes joy and beauty, and in food evokes hunger and appetite.

Yellow color: it is considered one of the warm colors and it indicates brilliance and vitality and suggests maturity in the fruit and evokes warmth, and in the luster of gold evokes a sense of luxury and sophistication, and suggests happiness, fun, entertainment, optimism and creativity

Blue color: of cold colors and suggests depth, it is characterized by relieving tension and nervousness in the recipient, evokes a sense of hope, optimism and tranquility, and also denotes success, confidence, security, stability and professionalism at work.

Green color: suggests freshness, renewal, tranquility, health, growth, fertility, flexibility, self-esteem and continuity.

Orange color: it is the link between cold and warm colors, and it plays a vital role in finding important color harmonies, and it gets hotter when it is located in the middle of cold colors, and its brightness decreases in the middle of fiery red colors, this color suggests readiness, dread, fear and warmth, and other times indicates optimism, energy, creativity, youth, comfort, fun and social interaction, and is always used in advertising to indicate low prices.

White color: considered the brightest color, it is an important color in advertising, as white backgrounds are used to give simplicity to advertising, and white color inspires serenity, purity, cleanliness, clarity, simplicity, reassurance, optimism and love.

Black color: symbolizes strength, authority, boldness, luxury, solemnity, solemnity, respectability, mystery, solemnity, uniqueness and prestige. The most famous international brands use this Color both in their logo and as a font or element of the design of their advertising. [16, 37]

The meaning of marketing

Marketing is defined as the process of determining the needs and wants of consumers and

being able to deliver products that satisfy those needs and wants. Marketing includes all of the activities necessary to move a product from the producer to the consumer. [24, 38-45]

The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational goals

According to Cronje, marketing is the set of managerial duties and choices aimed at building and delivering a market offering that satisfies consumer needs in a way that advances the goals of the company, the customer, and society. Hence, it is possible to define marketing as a set of interactions, discussions, and actions aimed at enhancing the caliber of products and services while also reaping certain advantages. Should this be argued to be the case, then marketing opportunities encompass both the customer and the vendor of goods and services. [46]

Color in Marketing

It states, "Through color, a brand can establish an effective visual identity, form strong relationships with a target market, and position itself among competitors in the marketplace" . Labrecque and Milne argue that color is a tool that should be used to "shape brand perceptions" in consumers . One of the main findings of their research is the link between color and brand personality. [7, 10, 24, 30, 32, 44]

They discovered that every brand is seen differently by customers, and that colors play a crucial role in defining a brand's identity when they are utilized to promote it through packaging, advertisements, logo design, and other marketing materials. For this reason, utilizing color to create a brand identity that appeals to the target market is crucial.

Labrecque and Milne examined how color associations affected brand perception by referencing earlier color psychology studies, including the one mentioned above.

They came to the conclusion from their research that humans generally have consistent color-emotion pairings that are shared by many different civilizations. Every hue causes the brain to recall a semantic memory, which in turn causes an emotion. [21]

Based on this information, they concluded that color associations related to a brand's personality should be evoked by using brand logos and the colors they include. Thus, it is imperative for

marketers to ascertain their desired customer perception of their brand before anything else. The next step is to ascertain which hues trigger the associated feelings in the human psyche. Finally, in order to elicit the desired emotional reaction in customers, they need make sure that these colors are included into both the design of their logo and their entire branding messaging. When executed well, a brand's color representation should be able to sway consumers' decisions through connections and semantic recollections. [6, 37]

Usage of color in advertising

it is evident today not only in the art world but also in the fields of culture, commerce, and advertising. The management's conclusions on the usage of color influence demand by increasing or decreasing it, improving client comfort, promoting fashion, and cutting down on wait times.The Executive Department helps marketers choose product colors, make guidance look clear and understandable to clients. Therefore, an incorrect understanding of the genuine meaning and color effects may result in higher production costs . [47]

By outlining the importance of using color and introducing it as a global language, the psychology of color is used to all types of advertising, including graphical imagery and branding, product packaging, websites, retail locations, and more.The village of billing procedures, worldwide satellite, and interconnected technology are what the community needs today.Establish a harmonic balance between the several elements that go into the plan, the visual arts' content and theme transfer, and the most crucial rule in, particularly, advertising and graphics. The skills that develop will compel practical designers and global publicity to refrain from making claims. Compacts, which according to color-related brain study are also an accumulation and their influence on one another those colors to their content. Moreover, inactive messages require a crucial mental influence. In light of the associations people have made between the exceptional and distinctive color and "human musings," as well as the sentiment generated by their thoughtful and heartfelt replies to her, it would be able to assist in determining the optimal area for integrating color, effects, and marketing. In some areas, the crucial sentence is highlighted in color. Additionally indispensable compared to communicating Additionally, it is mentioned in a similar way to those "silent salesman" from it.

Right now, the party that stays in the town and doesn't claim charging honors makes a strong case. Moreover, there are connections across the satellite engineering communities worldwide. Strike a harmonic balance between the many plan supporting components, the sharing of relevant and in-depth knowledge about the visual arts, and the practically significant standard on, specifically, the promotion of graphics.

Nonverbal exchanges All things considered, shapes and colors constitute one of the most

significant pillars supporting the fastest pace of approaches with message exchanges. The words "color," "attentiveness," "continuous consideration for conveying the message," and "a habit of excluding" are used to describe the majority and only the norms of writing, as well as demonstrating interest and finding out how to employ the picture in the structure of letters.

as well as skills that emerge will force practical designers and global publicity to retract their claims. Compacts, which according to color-related brain research are also an aggregation and their influence on one another (framed) as well as how Camwood applies those colors to its content and the necessity for message inactivity An important mental sway and possess.

For respect to those association between the unique Also extraordinary color with ' human musings and likewise make An feeling from claiming tasteful and passionate responses to her Those area the place the key sentence in the color Also indispensable over conveying What's more is alluded to Similarly as those "silent salesman" from it. [1, 2, 48]

Influence of Colors on Consumer decisions

The psychological influence that colors have on people's decisions and behavior is well-established, and designers and marketers make excellent use of this insight. If the right colors are used in advertising and the sale of the items is promoted, it shows that the right color, which over time may become a trademark and is the brand color, is the most crucial and essential component of maximizing sales. The study of people's feelings and responses to particular colors is known as color psychology in psychology. Certain colors cause diverse human emotions, moods, and behaviors in people, and they also cause varied reactions in people.

There is no more crucial element for a new product in the advertising industry than the appropriate advertising plan; every aspect must be thoroughly examined and evaluated. Reflections on the emotional and mental impacts of color, both good and negative, as well as legendary notions form the foundation of color psychology. Additionally, melancholy and misery are linked to cold hues, and hostility and defiance to warm hues.

Shopping is the art of buying things, and there are a lot of variables that influence what and how people purchase. But a lot of purchases are made based on color, which has a significant psychological effect on the customer. People are thinking, feeling beings, so anything they settle on should probably make sense and feel good. It should be made clear what each hue represents if the product is meant to appeal to a certain culture.

In an advertisement campaign for a firm, color might be the most crucial component. Consumers pay more attention to color than to words, and they even notice the new model that aims to remain true to the brand's offerings.

Researchers found that up to 90% of quick judgments made about products can be based on color alone, while another study revealed that customers ' buying intention is greatly influenced by brand color because color speaks about brand identity and personality, other studies also reported that the human mind prefers well-known brands, which makes brand color more important

White, for instance, is a symbol of happiness in Kosovo and is often associated with brides wearing white wedding dresses. However, it is possible that white also represents misfortune in other cultures, so marketers must consider how people perceive color when studying how it affects people's emotions and behaviors in various nations and cultures. When employed effectively, colors can significantly boost business outcomes. For this reason, they are critical for building and strengthening brand recognition, drawing in customers through advertising, websites, and other related commercial endeavors, and encouraging creativity and productivity.

A company's message gains value via the use of color as a communicator. In addition to influencing perception and elevating moods and emotions, it also helps businesses distinguish their brand of goods. It leads individuals to make decisions based on it, associate specific feelings with it, and pass judgment. In marketing communications, color is used to draw in viewers and linger in their minds for as long as possible. They may also be used—and are frequently used—as a technique for marketing to sway consumers. Color is a characteristic that is more often and intuitively changed in the real world of advertising.

It has been shown that there is an important relationship between brand personality and color in customer decision making based on logo design hues. Just by looking at a logo's hue, they were able to determine which ones people would choose. They came to the further conclusion that "color is an important driver of brand personality and demonstrates that the combination of logo shape and color influences likability and familiarity" in the minds of consumers while making decisions. When picking colors for logos, packaging, or ads, marketers should always have a purpose in mind. Utilizing these hues can help consumers feel something when they are making selections about what to buy. [21, 49]

Application and example

Brand hijab supplements for girls, in which eye-catching colors were used in addition to giving it favorite colors for girls so that they are attracted to it through the use of pink tones and also a degree of Orange was used to add vitality and movement to the design and product, this is a successful brand because the appropriate colors were used for the target audience in terms of

A successful color range was also chosen, including contrasting colors

Conclusion

The characteristic of things' color that arises from different kinds of light reflecting or radiating from them is called color. Color perception requires light. When light falls on an object, some colors bounce off of it while other colors are absorbed by it. Our eyes can only see colors that are reflected or bounced off of things.

Therefore, scientists and those interested in marketing have found the importance of using the right color to attract and appropriate colors for the advertised product because color is able to describe the feeling, so it is necessary to understand the nature of color and its use in marketing and advertising.

The management's decisions on the use of color affect demand in a number of ways, including by raising or lowering it, enhancing customer comfort, advancing fashion, and reducing wait times.The Executive Department assists marketers in selecting product colors and ensures that customer counsel is comprehensible.

According to this, a business may "position itself among competitors in the marketplace, form strong relationships with a target market, and establish an effective visual identity through color." Labrecque and Milne contend that customers' "brand perceptions" should be shaped by color. Their research's key conclusion is the connection between brand personality and color.

as well as abilities that surface will compel professional designers and international press to back down from their assertions. Compacts, which are both an aggregation and their impact on one another (framed), as well as how Camwood incorporates those colors into its content and the requirement for message inactivity, are all explained by color-related brain studies. a significant mental influence and possession.

It is possible to select the color that best grabs the recipients' attention after comprehending and evaluating the nature of color. This process is carried out following a series of investigations and analyses to ascertain the consumer type, whether they are male or female, as well as the surroundings in which they are situated, selecting the suitable color combinations and comprehend the

significance of each color's psychology Once this is verified, a successful product will be obtained from the perspective of marketing and promotion, guaranteeing that the receiver will remember and refer to it again.

Figure 3: An example of an advertisement for a clothing supplement product and its marketing

Conflict of Interest

The authors declared no competing interests in the publication of this article

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سيكولوجية لون الإعلان في التسويق وعلم نفس المستهلك

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المستخلص

اللون هو نوعية الأشياء التي تنتج عن أنواع مختلفة من الضوء المنعكس أو المنبعث منها. الضوء ضروري لإدراك اللون. تنعكس بعض الألوان عن عنصر ما عندما يسقط الضوء عليه، في حين تمتص الألوان الأخرى. فقط الألوان التي تنعكس أو ترتد عن الأشياء تكون مرئية لأعيننا. وهي مقسمة إلى عدة أنواع "الابتدائية، الثانوية، المتوسطة، التكميلية، الباردة، الدافئة". لذلك وجد العلماء والمهتمين بالتسويق أهمية استخدام اللون المناسب لجذب الألوان والألوان المناسبة للمنتج المعلن لأن اللون قادر على وصف الشعور، لذلك لا بد من فهم طبيعة اللون واستخدامه في التسويق. والإعلان. بعد فهم طبيعة اللون وتحليله يمكن اختيار اللون المناسب الذي يجذب انتباه المتلقي، وتتم هذه العملية بعد عدد من الأبحاث والتحليلات من حيث تحديد نوع المستهلك سواء كان ذكراً. أو الأنثى، وكذلك البيئة المحيطة بها، مع اختيار تركيبات الألوان المناسبة لها. وبعد التأكد من ذلك سيتم الحصول على منتج ناجح من الناحية التسويقية والإعلانية والتأكد من نجاح استقراره في ذهن المتلقي والرجوع إليه مرة أخرى.

الكلمات المفتاحية: اللون، سيكولوجية اللون، الإعلان، التسويق، المستهلك.