

T.Rudnytska
A.Pyshchykova

COLOUR PSYCHOLOGY IN MARKETING

Vinnytsia National Technical University

***Анотація:** У статті розглянуто важливість психології кольору в маркетинговій стратегії та практичні ефекти при прийнятті бізнес-рішень.*

***Ключові слова:** психологія кольору, маркетинг, поведінка людини, бренд, вибір споживача.*

***Abstract:** The article considers the importance of colour psychology in marketing strategy and practical effects in making business decisions.*

***Keywords:** colour psychology, marketing, human behaviour, brand, consumer choice.*

Introduction

Colors surround us everywhere and help us get information. Most people decide on goods in the first 90 seconds of interaction. Approximately 62-90 percent of purchases are based only on colors. Wise use of colors can not only set products apart from competitors but also impact consumers' emotions and perceptions, either positively or negatively, ultimately shaping their attitude toward a product. Since moods fluctuate and colors significantly affect them, it is crucial for managers to recognize the role of color in marketing.

Statement of basic materials

Colour psychology is an applied science that studies the influence of certain shades on human consciousness and behaviour. It is believed that the basis of this discipline was laid by the Swiss psychiatrist Carl Jung. It was he who suggested that colours resonate in the deepest layers of the psyche - the collective unconscious.

Certain colours can even influence our physiological reactions. Take red, for example - it is known to stimulate appetite, increasing heart rate and blood pressure, which affects metabolism. That's why the most famous fast food chains, such as McDonald's and Burger King, don't spare red in their advertising and logos.

Another interesting study found that colours are closely related to emotions:

- Red is associated with love for 68% of respondents.
- Yellow symbolises joy for 52%.
- Black is associated with sadness for 51%.
- Pink also represents love for 50%.
- Orange is a symbol of joy for 44%.
- White is associated with relief for 43%.
- Green evokes a sense of satisfaction for 39%.
- Brown represents disgust for 36%.
- Blue is associated with relief for 35%.
- Purple is the colour of pleasure for 25%. [1]

Red is the colour of passion, energy, action, strength and desire. It attracts attention, stimulates appetite, increases heart rate and arouses excitement. Red is also associated with danger, aggression, war and blood. Red is suitable for brands that want to express their dynamism, courage, leadership and emotionality. Examples: Coca-Cola, Red Bull, Netflix, YouTube.

Blue is the colour of trust, reliability, calmness, professionalism and authority. It calms, lowers blood pressure, improves concentration and logical thinking. Blue is also associated with cold, sadness, loneliness

and conservatism. Blue is suitable for brands that want to emphasise their reliability, quality, safety and stability. Examples: Facebook, IBM, Samsung, PayPal.

Green is the colour of nature, growth, health, harmony and ecology. It relaxes, restores strength and improves mood. The customer's perception of the colour is also associated with money, wealth, freshness and fertility. Green is suitable for brands that want to express their connection to nature, concern for health and the environment, innovation and growth. Examples: Starbucks, Spotify, Whole Foods, Greenpeace.

Towergate Insurance has analysed the logos of more than 500 well-known companies and found interesting patterns. Here is a list of the most popular colours in different industries:

- Restaurants: red, green, blue.
- Airlines: blue, red, yellow.
- Telecommunications: blue, black, grey.
- Clothing and accessories: black, red, orange.
- Cars: grey, red, blue.
- Household appliances: blue, orange, red, green.
- Pharmaceuticals: blue, orange, green.
- Chemical industry: green, red, blue.
- Delivery services: blue, red, orange.

Statistics show that: 85% of customers say that colour is the main reason they buy a product; 66% of people will not buy products if they are made in colours they do not like; 26% of full-colour magazine adverts are perceived better than black-and-white ones; Brand awareness increases by 80% due to colour; More than 90% of purchase decisions are influenced by visual factors; People often make a subconscious decision within 90 seconds, and 90% of that time a product is evaluated based on colour perception.

Conclusion

Thus, consumer choice is influenced by brand recognition, which is to some extent the result of a combination of graphic, design and colour constants. Therefore, the choice of colour for a particular type of product is very important, as each colour has its own nature and has a different impact on the consumer's subconscious. Colours are not associated with any particular industry, although some may be better suited to certain services or products than others. You should strive to choose the colour from the palette that will best represent the 'face' of the brand, and in addition, inspire customers with trust and dignity towards the company.

REFERENCES

- <https://blog.depositphotos.com/ua/psihologiya-koloru.html>
- <https://www.emerald.com/insight/content/doi/10.1108/00251740610673332/full/html>
- <https://www.towergateinsurance.co.uk/liability-insurance/professional-indemnity-insurance/colour-in-branding>
- <https://journals.sagepub.com/doi/10.1177/0956797620948810#:~:text=Abstract-,Many,-of%20us%20%E2%80%9Csee>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7658407/>
- <http://www.spilnota.net.ua/ua/article/id-1032/>

Рудницька Тетяна Григорівна – старший викладач кафедри іноземних мов, Вінницький національний технічний університет, e-mail: rudnytska@vntu.edu.ua

Пищикова Аріна Олександрівна – студент групи 2MP-236, Факультет менеджменту та інформаційної безпеки, Вінницький національний технічний університет, м. Вінниця, e-mail: arinapish321@gmail.com

Rudnytska Tetiana Hryhorivna – an Assistant Professor of Foreign Languages Department, Vinnytsia National Technical University, e-mail: rudnytska@vntu.edu.ua

Pyshchykova Arina Oleksandrivna — student of group 2MP-236, The Faculty of Management and Information Security, Vinnytsia National Technical University, Vinnytsia, e-mail: arinapish321@gmail.com