

A CONCEPTUAL STUDY ON PSYCHOLOGY OF COLOUR IN MARKETING AND BRANDING

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***Abstract:** The main purpose of this paper is to explain the literature relating to colour psychology in the context of marketing, highlights inconsistencies and controversies surrounding the colour psychology, and, examines the impact of colours on marketing. Psychology of colour as it relates to persuasion is one of the most interesting and most controversial aspects of marketing. Colour is the meaningful constant for sighted people and it's a most powerful psychological tool. By using colour psychology you can send positive or negative message, encourage sales, calm a crowd or make an athlete pump iron harder. We employ the colour psychology in all facets of marketing and particularly in logo design, cover of a book or package of a product.*

***Key Words:** marketing, branding, colour psychology, logo design.*

INTRODUCTION

Importance of colours in branding: First let us address branding, which is one of the most important issues relating to colour perception and the area where many articles on this subject run into problems. Colours play a fairly substantial role in purchasing and branding. There have been numerous attempts to classify consumer responses to different individual colours but the truth of the matter is that colour is too dependent on personal experiences in terms of purchasing and branding. In an appropriately titled study called 'impact of colour in marketing' researchers found that upto 90% of snap judgments made about products can be based on colour alone. The study 'exciting red and competent blue' confirms that purchasing intent is greatly affected by colours due to the impact they have on how a brand is perceived. This means that colours influence how consumers view the "personality" of the brand.

Additional studies have revealed that our brains prefer recognizable brands, which makes colour incredibly important when creating a brand identity. It has even been suggested in Application that it is of paramount importance for new brands to specifically target logo colours that ensure differentiation from entrenched competitors.

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In order to really appreciate the tips below, you'll benefit from a little information on color psychology.

Color psychology is the science of how color affects human behavior. Color psychology actually is a branch of the broader field of behavioral psychology. Suffice it to say that it's a pretty complicated field. Some skeptics are even dismissive of the whole field of color psychology, due to the difficulty of testing theories. My own research on the topic, as this article conveys, lacks scientific evidence to back up every claim. But that alone is no reason to dismiss the profound and unarguable effect that color has on people.

Logos: Triadic Colour Schemes. Combining every fourth colour in the colour wheel forms a triadic colour scheme. For example, orange, purple and green make up a triadic colour scheme. The famous Burger King Logo design uses another triadic colour scheme of the primary colours, red, blue and yellow. Triadic colour schemes tend to be quite vibrant.

Colour Wheel

The effects of such atmospherics have been demonstrated to influence emotional responses and behavioural intentions (Alpert and Alpert, 1986). Although, colour is related to feelings about retail environment (Bellizzi *et al.*, 1983), it also affects distraction (Gerard, 1957) and influences anxiety (Jacobs and Suess, 1975).

OBJECTIVES

1. To understand the impact of colours in marketing and branding.
2. To investigate variables involve in designing the colour of various products.
3. To discuss the various colour functions involved in branding.

REVIEW OF LITERATURE

In an appropriately titled study called "Impact of Colour in Marketing", People make up their minds within 90 seconds of their initial interactions with either people or products. About 62 90 percent of the assessment is based on colours alone. So, prudent use of colours can contribute not only to differentiating products from competitors, but also to influencing moods and feelings – positively or negatively – and therefore, to attitude towards certain products. Given that our moods and feelings are unstable and that colours play roles in forming attitude, it is important that managers understand the importance of colours in marketing. Another study called "The", show that the relationship between brands and colour hinges on the perceived appropriateness of the colour being used for the particular brand. The study called *Exciting Red and Competent Blue* also confirms that purchasing intent is greatly affected by colours due to the impact they have on how a brand is perceived. This means that colours influence how consumers view the "personality" of the brand in question. Additional studies

have revealed that our brains prefer recognizable brands, which makes colour incredibly important when creating a brand identity. It has even been suggested in Application that it is of paramount importance for new brands to specifically target logo colours that ensure differentiation from entrenched competitors.

Psychologist and Stanford professor Jennifer Aaker has conducted studies on this very topic via research on *Dimensions of Brand Personality*, and her studies have found five core dimensions that play a role in a brand's personality, they are sincerity, sophistication, excitement, competition, ruggedness. For example, McDonalds, Wendy's, and Burger King Use red and yellow in their logos and store exteriors' convey urgency, energy, and speed. This communicates to the consumer that they are fast and efficient. Companies like Whole Foods use green for their logo and store sign, which communicates that they are environmentally conscious. UPS's deep brown logo and delivery trucks communicate UPS's promise to deliver packages in a reliable and consistent manner.

Adjusting Colours to Reflect the Consumer

While some colour associations appear to be strongly rooted, a lot depends on the personality, age, gender, and cultural background of the consumer. For example, different shades of colour appeal to specific personality types of shoppers (table 1). Fast food restaurants and clearance sales use stimulant colours like red, orange, and black to illicit a sense of urgency in impulse buyers. Retail clothing stores use lighter colours like pink and sky blue to evoke calm, soothing experience for traditional shoppers who prefer to browse through items at a leisurely pace.

Table 1
How Colours Attract Specific Shoppers

<i>Type of shopper</i>	<i>Venue</i>	<i>Color</i>
Impulse shoppers	Fast food, outlet malls, clearance sales	Orange, red, black, royal blue
Shoppers on a budget	Banks, larger department stores	Navy blue, teal
Traditional buyers	Clothing stores	Pink, sky blue, rose

Source: Lam, Shun, and June Campbell. Colour and Consumer. Chart. Kissmetrics. Color Marketing Group, n.d. Web.

Colour Involved in Branding

One of the key elements of building a strong brand is colour selection. Every colour has a different feel and various associations. By choosing a colour or a combination of colours for your brand identity, you will take on those associations. Colours will evoke certain emotions and feelings towards your brand so it is vital to choose a colour that will represent your identity effectively. Research reveals people make a subconscious judgment about a person, environment, or product within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on colour alone. If you

own a colour in your industry, this colour will symbolize your product. This can act as a great identifier. For example, if you sell physical goods, your packaging will stand out from the competition. The colour will also be recognizable on any promotional media and your logos.

Pick a Right Colour

Some brands like eBay choose to go with many colours to represent variety — but you can also choose a couple of colours that work well together. Consider differences in cultural interpretations of your colour. For example in the Western world, white is considered the colour of purity and peace, however, in some parts of Asia white is the colour of death. Make sure the colour you select will give the right impressions in the markets you're present in. The colour of your main competitor is probably the most important point to consider. If you're the first in a new industry or market segment, then you have first picks. Choose the colour that represents your product and its personality. If you're second, then that first choice may already be taken. Instead of picking the same or similar colour, pick the opposite. Pick blue if your competitor has red, pick purple if they have yellow, etc. A brand's strength lies in its ability to stand out. Picking the same colour to that of your key competitor makes you a me-too product. Instead, you want to separate yourself from the competitor, you want to show that you're different.

Functions of Various Colours in Branding

Red: This is a notoriously difficult colour to own in any sector, especially in its primary form. It's the colour of anger and danger, but also warmth and passion. And since it's also scientifically proven to increase your heart rate and raise your blood pressure, it's a bold choice to use it extensively.

Orange: Bright, fun and friendly, orange has a playful, childlike appeal and three very different brands claim ownership of it in their respective sectors.

Yellow: Positive, sunny and optimistic, yellow is energetic and eye-catching – and particularly effective for point-of-sale messaging, as it's proven to catch the eye quicker than any other colour.

Green: Green is an emotionally positive colour, signifying growth and rebirth and, of course, nature. It represents stability and endurance, but it also prosperity and abundance, and taken to the extreme it can be a colour of wealth and luxury; a real mix of meanings.

Blue: Blue is a cool, clear colour which has a trustworthy, dependable feel, and is often the colour of choice for financial institutions as a result – notably Barclays.

Purple: Pale lavender has a nostalgic, sentimental feel, whereas richer, darker purple has a sophisticated tone often linked with royalty.

Pink: The level of intensity with which pink is used makes a big difference to its impact. Paler shades are often have 'girly' associations, while dusty pinks have a sentimental tone – both uses are relatively clichéd and absolutely everywhere, so stand out with that goal in mind is next to impossible.

Black: Most brands use black in their branding some capacity – but used as the primary brand colour, it has a bold, powerful, classic effect that feels confident and sophisticated for more expensive products.

CONCLUSION

Colour increases the vitality of product by various ways like, unusual and unique colour names can increase the intent to purchase; products with different colour names can attract the customers. Choosing creative, descriptive and memorable names to describe certain colours can be an important part of making sure the colour of the product achieves its biggest impact.

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