

A CONCEPTUAL STUDY ON UNDERSTANDING THE SIGNIFICANT IMPACT OF COLOUR PSYCHOLOGY IN MARKETING AND BRANDING

Mr. Nandan. V, PG Research Scholar, Department of Management Studies, GlobalAcademy of Technology, Bengaluru – 560 098

Dr. Neena Prasad, Professor, Department of Management Studies, GlobalAcademy of Technology, Bengaluru – 560 098

ABSTRACT: This conceptual study investigates the important role that color psychology plays in branding and marketing. Due to its ability to affect emotions, perceptions, and purchasing decisions, color plays a significant role in consumer behavior. In order to build a strong brand identity and establish a connection with target audiences, the study looks at how different colors are linked to particular emotions and how they can be used strategically in marketing and branding. This study emphasizes the significance of comprehending color psychology in marketing and branding through a thorough review of the literature in the field. It also offers suggestions and insights for how marketers can use color to enhance brand perception and affect consumer behavior.

INTRODUCTION: Color psychology is the study of how tones may affect how people behave. Color affects sensations that are not immediately apparent, such as the flavour of food. Certain aspects of colour may influence people's emotions. The impact of colour may vary depending on an individual's age, gender, and culture. For example, heterosexual males often assert that women who wear red clothing seem more appealing, but heterosexual women typically dispute the idea that a man's attractiveness may be affected by his clothing. Color psychology has been supported by a large body of research examining the effects of colours on mood, behaviour, cognition, and mental processes. The colour of anything has a big influence on people's purchasing decisions. Customers often establish an initial judgement of a product within 90 seconds of engaging with it, and 62–90% of that view is dependent on the colour of the product. The logo of a brand or business is typically seen as a representation of that brand or business. Even without any previous exposure, we start to identify a brand with certain attributes depending on the main colour of the logo.

OBJECTIVE OF THE STUDY

- To study the significant impact of Colour psychology in marketing environment.
- To study the Colour psychology and its importance in brand recognitions.
- To know the customer Colour psychology towards their purchasing of products

REVIEW OF LITERATURE:

SL NO	Author name	Journal name	Brief
1	Behzad Mohebi	“The art of packaging: An investigation into the role of colour in packaging, marketing, and branding”	" It would be beneficial to conduct more research on the subject of packaging colour specifically on colour aesthetics colour communication or meanings expressed by colours colour attention colour properties and the interactions between various colour roles and functions in various contexts and cultures. Future research should also look at how cool, warm, dim, and bright colours affect product sales, Singh (2006) notes. Future research should focus on the impact of cool, warm, dim, and bright colours on the sale of products.
2	Dr. Sajid Rehman Khattak	“Colour Psychology in Marketing”	They hold that colour preferences differ between people between cultures between genders and between age groups. To gain a competitive edge marketing managers should be aware of consumer preferences and choose those colours. Store walls and product packaging colours can draw customers in and significantly boost sales. Managers should research the colours of the products before launching new ones.
3	Paul A. Bottomley Cardiff	“The interactive effects of colours and products on perceptions of brand logo appropriateness”	The initial study found that colours that have similar connotations to products are viewed as more appropriate. Particularly sensory-social colours are better suited for products with a social component while functional colours are better suited for products with a functional component. This idea was supported even by blue which was the least functional of our set of functional colours and red which was the least sensory-social of our set of sensory-social colours.
4	J Suresh Kumar	“The Psychology of Colour Influences Consumers Buying Behaviour -A Diagnostic Study”	Marketers and business people spend enough time choosing colours that are representative of the company’s values and the tastes of the target market. Increased sales brand recognition and customer loyalty are the benefits of doing this. Branding product packaging and consumer All forms of awareness operate according to various psychological concepts. When trying to maximise success colour is very important.
5	Anthony Grimes	“Exploring the Relationships Between Colour and International Branding: A Cross Cultural Comparison of the UK and Taiwan”	Lets summarise by going over the idea that building brand awareness and image is a prerequisite for building brand equity once more. In this essay we have seen how colour may be particularly potent in establishing brand identity and awareness but plays a much less significant role in establishing brand image. Colour associations have been observed to be strikingly similar across national boundaries throughout this study suggesting that standardisation across international markets is both possible and desirable and that at least in the case of colour the case for adaptation is weak.

DATA AND METHODOLOGY

Study type : Exploratory Research

An approach to methodology called exploratory research looks into unanswered research questions

Data Collection method : primary data (Survey)

First-hand knowledge was obtained through direct observation, personal interviews with respondents' former employees, or other methods of data collection

Hypothesis test

Hypothesis 1

H0: the customer Colour psychology towards their purchasing of products •

H1: the customer Colour psychology towards their not purchasing of products

DATA ANALYSIS AND FINDINGS

Consumer purchase products in their favourite colour only

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	52	52.0	52.0	52.0
2	48	48.0	48.0	100.0
Total	100	100.0	100.0	

Mean	2.53
Standard Error	0.120985
Median	3
Mode	3
Standard Deviation	1.20985
Sample Variance	1.463737
Kurtosis	-0.73569
Skewness	0.137972
Range	4
Minimum	1
Maximum	5
Sum	253
Count	100

Interpretation :

From the above table we conclude Whether the consumer purchase products in their favourite colour only 48 peoples says yes , 52 peoples says no.

Findings :

1. Colour when you buy a product 52% respondents say yes and 48% respondents say no.
2. Colour psychologic effect on performance in market 48% respondents are neutral and 7% respondents are strongly disagree.
3. colour attract the large number of customer 41% respondents are agree and 3% strongly disagree.
4. Colour plays an important role in marketing and brand recognition 38% respondents are agree and 2% respondents are disagree.

SUGGESTIONS:

- Colour on the Emotions of Your Audience
- The most crucial colour for your brand is its base colour.
- The Effect of Colour on Marketing: A Colour Psychology Study
- Analysing Colour Psychology to Understand the Role of Colour in Marketing

CONCLUSION:

In conclusion, colour psychology is important in marketing and influences consumer behaviour in a big way. Marketing professionals must comprehend the attitudes and feelings that various hues arouse in order to effectively convey their brand messages and sway consumer purchasing behaviour. The study of colour psychology in marketing emphasises how crucial it is to take into account the psychological effects of colour when creating branding, product packaging, and marketing materials. The results of this study show how colour has the power to shape consumer perception and leave a lasting impression. In the end, colour psychology offers useful perceptions into how marketers can use colour to propel their marketing goals and forge a distinctive brand identity.

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