



SCHOOL OF APPLIED HUMAN SCIENCES

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Social Science (Psychology)**

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**The psychological influence of colour on marketing, brand awareness and
strategy**

By

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CHAPTER 1

INTRODUCTION

The definition of colour psychology is the study of how colours affect perceptions and behaviours. In branding and marketing, the psychology of colour is concentrated on how colour controls the consumers' impression of the brand also if they would rather induce consumers to consider precise brands or make a purchase (Ciotti, 2020)

Light is reflected into the human eye through the cornea. The cornea curves the light through the pupil, which regulates the volume of light that enters the lens. The lens directs the reflected light on the retina, which has rods and cones. These photoreceptors transform light (photons) into electrochemical signals, which are then administered by neural circuits in the retina and transmitted to the brain. When colour is seen, our eyes send messages to a precise region in the brain known as the hypothalamus. The brain then stimulates the pituitary and thyroid glands, which endorses the release of hormones responsible for instigating fluctuations in emotion and behaviour (Peate, 2022)

A famous Greek philosopher, Aristotle, indicated that a witness triggers all perceptions. The market has the initial imprint of sight memory for commodities within 0.67 seconds. The primary sense governs 67% of the procuring process, which emanates from colours (Lin, 2010). Visual observation is the prime sense that human

beings have for interpreting and assembling sense of their surroundings. Once humans identify colour, a chemical reaction occurs in our brain, creating an emotional response and an array of thoughts, emotions and experiences of places, people, and events. Due to colour just being a reflection of light, those colours with long wavelengths, such as red, generate a quicker recognition feedback in the brain. Whilst colours with shorter wavelengths, such as blue, are more soothing and can lower pulse, respiration, and blood pressure (Dawson, 2022)

Marketing is a continuous evolvement of rapidly developing science and information technology. More importance is given to the most recognizable brands in the world for instant recognition. The link between colour and brands is strong as colour helps marketers to convey a message to their consumers without the use of words. By using colours smartly and effectively, companies can design an easily identifiable, memorable, and globally positive image of their product. Associative learning defines the three basic philosophies of colour, hue, saturation, and value. Hue terms the wavelength of colour. Saturation describes the intensity of colour and value is how bright a colour is. These three influences condition how people distinguish colour and form associations (Manage, 2017).

Statement of the problem:

Colour has a substantial effect on human emotions and behaviour. Colours encourage how customers observe the “personality” of the brand in question. Therefore, the colour will increase brand recognition by 80% and visual appearance by 93%. The correct colours can set your brand apart from others, entice customers, and create solid brand-based loyalty, while the incorrect colours can sink you in the marketplace. The colours you choose to represent your brand will evolve the customer perceptions, arouse certain moods, and grasp attention. Colour psychology is distinctly critical in the retail industry and can make or break customer purchasing decisions (OPREA, 2018).

The problem with marketing in colour psychology is the fact that different colours have different meanings to different people. Marketers can try to examine how different people will react to different colours, but it will always be subjective and depend on personal experiences. These experiences will give rise to specific feelings and emotions every time they see this colour. Therefore, it is difficult for brands to generalize how consumers will feel about a certain colour as their experiences and emotions vary (Harvey, n.d.).

Over and above previous personal experiences, culture can also impact how the market perceives colour. They can evoke feelings of nostalgia, memories of your favourite holiday or a special place. Cultures can also give colours positive and negative connotations. For example, in Western traditions, it is custom for brides to wear white and walk down the aisle. However, in India, it is custom for widows to wear white. In one culture, it is a sign of purity and peace; in another, it symbolizes mourning and death (Ciotti, 2020).

For brands to effectively thrive, they need to cater for the cultural needs of their intended target market. Colours that speak each culture’s language strengthen your global brand. In marketing, colours are a central aspect,

from tones to hues, utilizing the suitable styles to create brand awareness, customer loyalty and inspire action. Humans are automated to respond to colour; they stop at red lights and go through green lights, so by carefully electing colours, advertisers can appeal to customers and inspire them to purchase their product or service (Cherry, 2020).

Significance of the study

Colour is the most potent and most convincing factor of visual appeal. A brand recognition strategy is choosing the right colour to constitute your brand and ensuring that your colour scheme is followed consistently throughout identity, logo, packaging, and collateral. This is visible from the fact that when thinking of well-known brands such as Coca-Cola, Fanta, McDonald's etc. The colours red, orange, and yellow respectfully come to mind. Consumer reception would not be as powerful if these brands changed their colours (Cutolo, 2022).

It is imperative to choose colours based on the message you want to convey to your target market. Coca-Cola decided on red, conveying energy, excitement, love, and family. Fanta chose orange, representing a friendly, youthful, and energetic message. Lastly, McDonald's chose yellow and red conveying warmth, optimism, and happiness. The brain processes colour before processing words or shapes (Cutolo, 2022). Similarly, bright colours make the brand stand out in the crowd and easily spotted from a distance. The colours of the brand attract the market before the products do (Cutolo, 2022).

Colour has even been incorporated into our language, individuals say that they feel blue when they are sad, they say that they are green with envy when they are jealous, and they even say that they are red with rage when they are angry. This indicates that beings naturally associate colour with their moods and emotions (Harvey, n.d.). Marketers can therefore influence their consumers on how to think and behave towards their brand by their use of colour and demonstrate what is most important and how to interpret it (Harvey, n.d.).

Aim of the study:

This study will examine the enduring effects that colour can have on the emotions of people exposed to them as well as the position that colour can play in constructing brand meaning and consumer perceptions. It will also include how marketeers can advantageously use colour to modify brand disposition and purchase desire as well as how colour stimulates the likability and familiarity of a brand

Objectives:

- ❖ To examine whether colours have a significant effect on the mood of people exposed to it.
- ❖ To investigate the position that colour can play in structuring brand meaning and consumer perceptions.
- ❖ To identify how marketeers can tactically utilize colour to amend brand disposition and purchase intent.
- ❖ To determine how colour impacts the congeniality and familiarity of a brand.

Key Research Questions:

- ❖ Do colours have a significant effect on the mood of people exposed to it?
- ❖ What is the role that colour can play in establishing brand connotation and consumer perceptions?
- ❖ How can marketers intentionally use colour to adjust brand disposition and purchase intent?
- ❖ How can colour influence the amiability and awareness of a brand?

CHAPTER 2

LITERATURE REVIEW

EFFECT OF COLOUR ON MOOD

Whilst colours have subjective meaning, there are certain properties that have a universal meaning. Colours that are in the red region of the band are referred to as warm colours. These colours include red, orange, and yellow. They induce feelings of warmth and comfort as well as anger and hostility. Colours on the blue side of the band are known as cool colours. They range from blue, purple, and green. This array colours evoke feelings of calmness but also sadness (Cherry, 2020).

Colour impacts lives in many ways, it influences taste, perception of temperature and time, how people are perceived from their clothes, performance as well as decisions (Cherry, 2020).

Colour can be used as therapy and or holistic treatment. In these types of treatments, red is used as a stimulation technique where it intensifies circulation. Yellow is used to invigorate the nerves and purify the body. Orange is used to restore the lungs and upsurge energy levels. Blue is known to dose pain as well as soothe illnesses. Indigo can be used to alleviate skin ailments (Cherry, 2020).

Modern research is used in colour psychology and has demonstrated many mood-altering effects. Placebo pills were reported to be more effective when made in warm colours than when in cool colours. Anecdotal evidence proved that blue coloured streetlights reduced the rate of crime. When consumer purchases are involved, colour preferences may be an indication of the image you are trying to portray. Black is known to be a powerful colour in which people associate with luxury. Silver is the colour that most innovative and high-tech appliances are, it is linked to modernity and a cutting-edge image (Cherry, 2020).

Colours have even been categorized into happy and sad colours in some reports. By combining primary and secondary colours it creates a more youthful effect. The brighter and lighter the colours are, the more “happy colours” are perceived to be. The darker and more muted the colours are the “sadder” they are alleged to be (Gremillion, 2019)

The role of colour in building brand meaning and consumer perceptions

Marketers need to determine the brand identity that they are going for. It is imperative to remember that people will respond to your brand dependent on the factors such as, gender, age, phase of life, life encounters, personal inclination, cultural orientations, trend inspirations etc. The brand identity of a company is the external visual image of what they want to portray to their consumers. Brand identity is created by the perceived image of the receiver. Therefore, when in search of this companies can explore the spectrum of brand personality traits of their target audience. The spectrum of brand personality is a framework which shows different personality types whose composition of traits may result in them perceiving colours differently. The personality type of your target audience will deduce the type of colours you need to incorporate into your branding and logo in order to build brand meaning and consumer perceptions. Companies should integrate colours that are going to make their customers hungry, encourage trust as well and loyalty (Lin, 2010).

Increasing brand meaning and consumer perceptions can also be done by incorporating your five senses into your brand identity. Visuals, taste, touch, smell, and hearing (Lin, 2010). Visual factors include text, colour, and structure. Taste factors include samples etc. Touch factors include engravings, embossing's, rough or smooth elements. Smell factors includes scents. Hearing factors include volume and frequency. In order to drive the familiarity of the brand, customers need to be persuaded by values and beliefs. Creating an ideal image for the brand means that the brand is always solving the needs of their consumers creating functional benefit, they are always there for them and always satisfying their every need. Emotional benefits will result in a positive response. Creating a relationship between the ideal audience and the company is key. A base of authority needs to be established, where the competitors are unable to imitate the personality of the business to earn consumer trust (Lin, 2010).

Corporate identity, which is sometimes confused as being the same as brand identity, consists of the company name, logos, symbols etc. It is a visual image however it is not limited to it. Corporate identity includes everything the institution makes, sells, provides, everything that it writes and displays, and projects becomes its identity. This composes how the company wants to be recognized by the people who see it, indicating that it is a controllable measure of communication. Corporate identity can be defined with three factors, symbol, communication, and behaviour. The symbols include the visual aspect of their identity. Communication refers to how the enterprise conveys their messages. Communicating in a fair and unbiased manner will result in competitive advantage. Behaviour is a form of superior communication which creates the image and reputation of your business (Lin, 2010).

Corporate branding refers to the visual, verbal, and behavioural countenance of an association (Lin, 2010). A brand is exhibited through their mission, core principles, beliefs, communication, culture, and overall design. The corporate brand of a business goes beyond the target audience but also influences from within including the shareholders and stakeholders. They influence the identity and reputation of the brand just as predominantly. The elements of corporate branding include culture, intricate, tangible, ethereal and

commitment. These components must be used by the undertaking in order to generate differentiation and preference. (Lin, 2010)

The honeycomb model of brand identity was created by Aaker and advocates that companies with brand awareness can use their prominence in the community to appeal to more customers. This model consists of: Symbols, Base of authority, Emotional benefits, Core value, Functional benefits, Personality, and the Ideal customer image (Lin, 2010).

Marketers strategically using colour to alter brand personality and purchase intent

The right colours are needed to effectively show of your brand personality and increase the purchase intent, after exploring your target audience and forming the identity that is expected to be shaped, the meaning of each colour is needed in order to be unified.

Breakdown of colour meaning

Red

Red is a colour that immediately attracts attention and calls for urgency and action. This colour is correlated with robust emotions such as love, passion as well as anger and rage. It is a vibrant, universal colour that signifies strength and power. Red is intense and boosts metabolism, surges respiration rate, and raises blood pressure (Lin, 2010).

Blue

Blue is a colour that is correlated with peace, serenity, and calmness. This colour has the differing effect of the colour red. Blue is more calming, reduces tension and slows pulse rate. It related to dependability therefore good in increasing customer loyalty. This is the colour that is suggested in the corporate world as it is a good reflection of trust and reliability. It is also connected with wisdom (Manage, 2017).

Orange

Orange is a colour of encouragement, self-confidence, and enthusiasm. It radiates warmth, excitement, and happiness. It is a combination of physical energy of red and the joy of yellow. This colour inspires change, courage, and rejuvenation. It also shows signs of stimulation, directly at appetite. In business applications, orange gives an impression of affordability. In relation to networking and socializing, this is the colour to stand out, showing sophistication and wealth prosperity (Ciotti, 2020).

Yellow

Yellow is the colour in alliance with the mind, intellect, and creativity. It resonates with the left, logical part of the brain and sets the tone for new ideas. This colour is the lightest hue in the spectrum and creates an uplifting, warm, and playful aura. As much as this colour is known for its joyous connotations, too much of it

can lead to anxiousness and agitation. When using yellow, it can help to stand out in the crowd, and more authority is shown when paired with another hue (Gremillion, 2019).

Green

Green is the colour that best fits with nature, as well as balance and growth. It is a symbol of harmony, stability, and freshness. Too much of green may also create an atmosphere of envy, greed, and jealousy. In business this is the colour to use when showing environmentally friendly alternatives, natural, safe, and organic products. Dark green is best used in finance and money related things. This is the colour of abundance and fertility and is the best option to show the businesses` cooperation in saving the planet (Manage, 2017).

Purple

Purple is a mystical colour of spirituality, higher vibrations, and imagination. It is seen as an introspective tone that allows us to identify with deeper thoughts. It is a symbol of sensitivity, compassion and understanding. Purple also has connotations of wealth and royalty. When marketing, this is the colour to imply that your product is of high quality and is superior to all the others. This is the colour of confidence, respect, and sophistication (Cherry, 2020).

Black

Black is the traditional colour showing professionalism and sleekness. It is an elegant colour with connotations of luxury and power. Brands mostly use black to convey a powerful statement and a sense of respectability and authority. It is a more modern colour of glamour and exclusivity. In business it is a widely known symbol for “a profit” (Ciotti, 2020).

White

This is a widely known symbol for purity and innocence. White also has connotations of cleanliness, hope and comfort. It is a very neutral colour that also has a way of being luxurious. It is a representation of new beginnings and signifies that the brand seeks excellence (Manage, 2017).

Gray

This is the colour that signifies neutrality and balance. In business, this is a practical, timeless, and unbiased colour. It is a colour that represents modesty and makes customers feel comfortable and at ease. It conveys a sense of informality and friendliness, which may be welcoming (Cherry, 2020).

Pink

Pink is a strong, bright colour that grabs the attention of your consumer. It may be associated with femininity and target the female audience; however, it may also be associated with sweetness. It symbolizes tenderness, care, and romance (Lin, 2010).

Brown

Brown is the colour of reliability and dependability. In marketing, this is the go-to colour to signify that your product or service is stable, nurturing, and approachable. It evokes feelings of support, structure, and trustworthiness. Companies should use brown when projecting their message of security (Lin, 2010).

The influence of colour on the likability and familiarity of a brand

Branding is used to create an experience for the consumer and allow for the familiarity of the brand. Colours are a significant marketing tool because of their ability to capture attention at first glance. Not only does colour allow for differentiation and competitive advantage, but the colour scheme of enterprises also allows for consumers to connect the area of speciality of the brand. Identifying the brand will therefore become second nature to ideal consumers. The first impression of the brand is what humans will use to memorize and recognize (Lin, 2010). Following all the techniques above will shed light on the brand and intensify likability and familiarity of a brand.

In conclusion as stated above, colour is a substantial aspect in the building of a brand as it is the method of first communication. This research has successfully explored the objectives proposed and it is determined that colours do have a significant effect on the mood of people exposed to it, colour does play a role in building brand meaning and consumer perceptions, marketers can purposefully utilize colour to modify brand disposition and purchase desire and colour can influence the amiability and awareness of a brand.

CHAPTER 3

THEORETICAL FRAMEWORK: JUNGIAN COLOUR THEORY

In the late 1660s, Sir Isaac Newton pioneered how the colour spectrum was organized and explored how a dissimilar wavelength of light defines each colour. In 1704, Newton industrialized the colour wheel. However, the psychology of colour ages back thousands of years to the Ancient Egyptians, who investigated the impressions of diverse colours on people's moods and then utilized their discoveries for health and holistic benefits. The Egyptian word 'iwn', signifying colour, also decodes as 'disposition', 'character', 'complexion' and 'nature', displaying that they regarded colour as inherently allied to personality (Colours, 2018).

Through the development of modern psychology, In the 20th century, Swiss psychiatrist Carl Jung, who is growing into an eminent figurehead in the field of psychology, itemised that "colours are the mother tongue of the subconscious". Jung's discoveries directed him to evolve art therapies to aid people in conquering their trauma as he developed a form of colour therapy. Carl Jung measured the ramifications of colour on the human mind. Jung permitted his patients to convey themselves with colours and images. He linked the cultural discernment with the concept that there is a universal, bodily response to a colour stimulus. Today, colour psychology is primarily used in marketing and advertising (Colours, 2018).

Carl Jung felt that if his patients used colour, it would be helpful in revealing some of the deeper parts of their psyche. It is assumed that the colour selections you make are a reflection of a more profound connotation about

your personality attributes. For instance, introverts and extroverts are likely to select differing colours – blue and red, respectively (Colours, 2018).

Carl Jung developed the Jungian Theory by building on the work of Hippocrates and distinguished the four temperaments in terms of colours:

Cool Blue (Good days- Cautious, Precise, Deliberate, Questioning and Formal. Bad days- Stuffiness, Indecisive, Suspicious, Cold, Reserved).

Earth Green (Good days- Caring, Encouraging, Sharing, Patient, Relaxed. Bad days- Docile, Bland, Plodding, Reliant, Stubborn).

Sunshine Yellow (Good Days- Sociable, Dynamic, Demonstrative, Enthusiastic, Persuasive. Bad days- Excitable, Frantic, Indiscreet, Flamboyant. Hasty).

Fiery Red (Good Days- Competitive, Demanding, Determined, Strong-Willed, Purposeful. Bad days- Aggressive, Controlling, Driving, Overbearing, Intolerant).

It is said that depending on the situation, our different colour energies and the associated qualities will be present at those times. These four quadrants represent introvert versus extravert and thinking versus feeling. Each personality is represented by a colour (Crouch, 2020). Businesses use colour psychology in a number of ways including brand identity, customer targeting and conversion rates. In marketing and advertising, the act of persuasion is detrimental to the turnover the business is trying to accomplish. Along with therapy and business, colour psychology has been attributed to many other lucrative domains including medical therapies, sports, hospital environments, also in gaming strategy, all pioneered through Carl Jung (Crouch, 2020).

His blueprint of colour psychology depends on 6 basic ideologies:

- ✓ Colour can hold a definite meaning.
- ✓ The meaning of colour is either constructed based on learned meaning or biologically innate meaning.
- ✓ The observation of a colour can cause appraisal automatically by the person perceiving.
- ✓ The evaluation procedure compels colour-motivated behaviour.
- ✓ Colour typically wields its influence automatically.
- ✓ Colour connotation and effect has to do with context as well

This theory deals with both the physical and psychological nature of colour. Due to Carl Jung, a very famous psychiatrist and expert in his field, exploring and expanding on this subject matter, it is safe to say that it is an essential and effective method in therapy as well as branding and marketing (Colours, 2018).

CHAPTER 4

METHODOLOGY

BACKGROUND

The application of a solid methodology becomes central to authenticate any scientific research, and the applied methodology accomplishes to trace paths to attain the objectives and results that the investigator aims. The present research is characterized, in terms of the nature of study, as a scoping review. In the year 2005, Arksey and O'Malley published the first methodological outline for leading scoping reviews with the intentions of illuminating when and how one might be undertaken (Pham, 2014). They propose six stages of conduct: 1) specify the research question, 2) identify relevant literature, 3) select studies, 4) map out the data, 5) summarize, synthesize, and report the results, and 6) include expert consultation (Kristi, 2005).

Design

For the purpose of this article, this scoping review will dictate the range or coverage of a body of literature on the psychological influence of colour on marketing, brand awareness and strategy. It will also give an unblemished indication of the capacity of literature and studies obtainable as well as an outline of its attention. In essence, identifying and mapping available evidence. The scoping review path has been taken due to not having a single such or precise question. This report is more concerned about the identification of certain features/concepts or studies, as well as the mapping, reporting or discussion of these features/concepts (Munn, 2018). Scoping reviews are frequently executed in order to examine and clarify definitions that are used in the literature, as in this evaluation will inspect “psychological influence”, “brand awareness” etc.

Eligibility of research question

This report will use the question framework regarded to as “PEO” which will identify three concepts: population, exposure, and outcome. This research question is focussed on companies, brands, and consumers, directed more at the target market. The issue in interest is colour psychology and how successful it can be in urging buyers.

The psychology of colour in promotion is one of the most important and essential elements for maximizing sales, if the suitable colour palette is selected and proper advertising mechanisms are put in place, it specifies that the correct colour, which over time can become a trademark. Colours take on foremost importance in communication.

Identifying relevant studies

An advanced search was conducted across three academic databases: PubMed, Science Direct and Web of Science. There was also a range of journals used. This study conducted a scoping review of academic and scientific literature on the effect of colours on purchase decision making. The keywords “colour psychology”,

“branding” and marketing were used to identify suitable articles. The publications that adhere to the criteria include.

PubMed

- I. Neurophysiological Responses to Different Product Experiences
- II. Covert brand recognition involves emotion-specific brain networks
- III. Colour preference and awareness in performance on brand logo recall

Science Direct

- I. Colouring the destination: The role of colour psychology on Instagram
- II. The role of cool versus warm colours in B2B versus B2C firm-generated content for boosting positive eWOM
- III. What We Know about Consumers’ Colour Perception
- IV. The attentional guidance of individual colours in increasingly complex displays

Web of Science

- I. The new shape of branding & design – CompuMark
- II. Trademarking Colours - It is not always black and white – Clarivate

Other

- I. Ethical Considerations in Research | Types & Examples. Scribbr.
- II. Influence of Colours as a Key Element in Consumer Marketing. Expert Journal of Marketing, 41-47.
- III. The psychological dimension of colours: a systematic literature review on colour psychology. Italy: Research, Society and Development.
- IV. From Arksey and O’Malley and Beyond: Customizations to enhance a team-based, mixed approach to scoping review methodology. International Journal of Social Research Methodology, 19-32.
- V. Reliability vs. Validity in Research | Difference, Types and Examples. Scribbr.
- VI. The Effects of Colour in Work Environment: A systematic review. Asian Journal of Behavioural Studies, 149-160.
- VII. A scoping review of scoping reviews: advancing the approach and enhancing the consistency. Res Synth Methods, 371-85.
- VIII. Systematic review or scoping review? Guidance for authors when choosing between a systematic or scoping review approach. South Australia: BMC Medical Research Methodology.

Selecting Criteria

With regards to marketing and branding, a total of 17 articles/journals were examined. All of these studies share common grounds of colour being the number one persuasion technique. Out of those resources, a total of 8 was used extensively in compiling this report. Choosing the most suitable colour will not only result in good recognition for your brand but it also affects work-related outcomes by increasing performance,

productivity, and creativity. Colour aids in increasing accuracy and speed of work. Physiology and wellbeing are also a major factor of the types of colours that should be used. Finally, moods and emotion retorts to colour are correlated to the connotation of colours (Savavibool, 2018).

Compelling evidence had been found, showing that colour in a work environment plays a important role in human awareness and behaviour, especially mood, wellbeing, and performance. The use of colour in the workplace can improve mood and contribute to the sensation of wellbeing therefore leading to a positive, more productive environment. (Savavibool, 2018).

Eligibility criteria

The inclusion criteria were based on articles that were published in English between the years 2005 to 2022. They were sourced from well-known academic databases (PubMed, Science Direct and Web of Science) and journals (Expert Journal of Marketing, International Journal of Social Research Methodology, and the Asian Journal of Behavioural Studies). All articles were based on real life studies that were conducted. Studies that focus on how colour psychology can effectively promote brand awareness and profit margins for enterprises. The exclusion criteria omitted studies that included children or patients. Literature published prior to the year 2005. Non-English publications. In addition, studies that were not published by academic databases and journals not included in the inclusion criteria (Joseph-Shehu, 2019). Also, studies that do not concentrate on brand awareness and the increasing of profit margins through colour psychology.

Ethical considerations

All participants will be informed of ethical considerations such, voluntary participation and will be allowed to leave at any given time. They will be informed of all benefits, risks, and funding of the study before commencement. They will be allowed the status of anonymity and confidentiality. Finally, all results will be communicated once the study has been complete (Bhandari, 2021)

Quality of evidence

In order to ensure the validity of this experiment an appropriate time scale will be administered, suitable methodology will be followed based on the characteristic of the study, a sample method deemed fit will be used. In order to ensure the reliability of the experiment, internal consistency will be maintained. This relates to the consistency of measurement itself (Middleton, 2022).

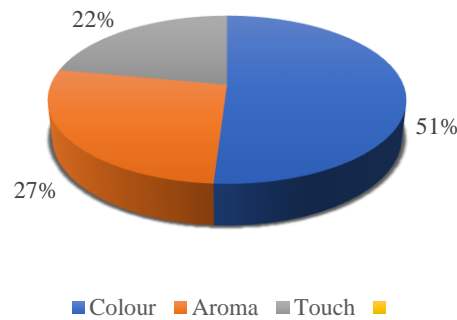
Results

The type of questions asked are as follows.

1. What aspects tend to influence consumers into buying the product?
2. Is colour the main influencing visual factor in the reason to purchase a product?
3. Which colours are most used by advertisers and marketers to promote a product?
4. Do you believe that certain colours are used to create a specific impression about a product or service?

The first question concentrates on which senses trigger an individual into purchasing an item. The answers range from smell, touch, and colour.

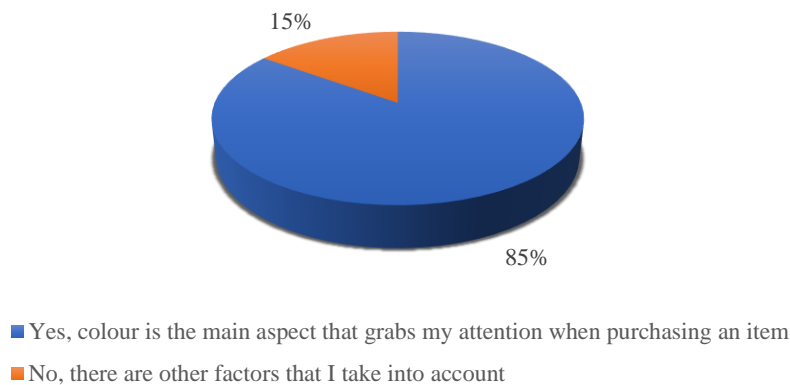
What aspects tend to influence consumers into buying the product?



The above pie chart shows that over 50% of people believe that colour is the source of their triggers to purchase an item.

The second question focuses on the main visual appeal, based on encounters at various points in the sale.

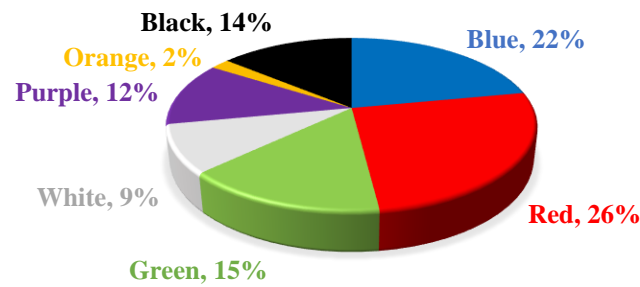
Is colour the main influencing visual factor in the reason to purchase a product?



According to the pie chart above, it can be deduced that consumers are more directed to a product based on the colour of it. 85% of people agree that colour grabs their attention first whilst 15% take other factors into account throughout their purchase experience.

The pie chart below to indicates which colours, people think advertisers and marketers would use most when trying to persuade their target audience, they replied with the greatest number of them choosing red (26%) and the least number of them choosing orange (2%) as illustrated below.

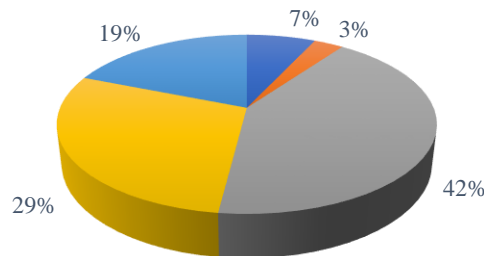
Which colours are most used by advertisers and marketers to promote a product?



Final
impre

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Do you believe that certain colours are used to create a specific impression about a product or service?



■ I do not agree ■ Completely disagree ■ Totally agree ■ I agree ■ Neutral

This question uses colours to generate a perception of a product or service using the Likert scale. The majority chose “Totally agree” (42%) and only 3% “Completely disagree”.

Study findings

From the above data, it is apparent that colour plays a significant part throughout the purchasing process. Both business and consumer acknowledge this. Regarding colour and how it alters the purchases we extract the following conclusions:

- Psychologically malleable colour is an applicable strategy.
- Colours stimulates feedback, for instance, blue is exceptional for business for the reason that it indicates, trust and confidence, but only if it is a more subtle blue hue.
- Red is a colour that has an enormous bearing in the mind of the buyer, but if not used accurately, it can have negative connotations.

Scoping reviews are a beneficial instrument in gathering evidence. It is a researcher’s preference when they are trying to recognize gaps in knowledge, scope a body of literature, elucidate concepts, examine research demeanour, or to advise a systematic review. Scoping reviews are known to be rigorous and transparent, therefore, increasing the rate of reliability as the results will be trustworthy (Munn, 2018).

CHAPTER 5

DISCUSSION

The discussion section will include my key findings in relation to this literature and consider the implications and limitations to this study. Future research directions will also be encompassed.

Implications and limitations to the study

This study assumed that everybody could see colour. However, colour-blindness or colour vision deficiency is a disorder that affects roughly 1 in 12 men and 1 in 200 women in the world. Colour blindness can be caused due to genes (hereditary) or as a product of other diseases, such as diabetes. This condition can also occur over time, due to the process of aging. Colour blind people mainly have difficulty recognizing the colours, red, green, and blue light. The symptoms can range from a slight confusion of colour to not being able to see colour at all. As a result of aging, the eyes naturally turn yellow which also alters the individual's perception of colour. Therefore, advertisers and marketers need to be aware that their entire audience is not going to perceive their brand scheme and logos the way that they are intending it to be professed. Along with this, there is the inevitable factor of colour having meaning to people based on personal experiences, preference, and culture (Singh, 2006).

Future research directions

The grounds of this research were to deduce the effect of colour perceptions on branding and marketing and how this can effectively bring about more sales through triggering the target audience. Future research should show more depth and investigate the impact of colours (cool vs warm) and light (dim vs bright) on profit margins. Researchers need to review past literature on colour psychology in branding and consider their limitations. With that they should find a suitable method to merge light to fill the gap that colour could not do on its own. By combining two significant aspects of marketing, the enterprise can aim to reach their highest possible sales outcome (Singh, 2006).

Conclusion

The goal of this research was to examine the enduring ramifications that colour can have on the emotions of people exposed to them as well as the role that colour can play in constructing brand gist and consumer perceptions. It also included how marketers can advantageously utilize colour to modify brand personality and purchase intent as well as how colour stimulates the likability and familiarity of a brand. The findings show that colour has a significant role in ensuring all of the above requirements are accounted for.

On the basis of colour having a substantial effect on the mood, emotion and behaviours of people, marketers focus their branding on capturing those innate characteristics. Close attention must be paid to the factors such as, gender, age, phase of life, life encounters, personal inclinations, cultural orientations, trend inspirations etc. These factors may dilute the universal meanings of colour preferences. Therefore, the target audience must be carefully and thoroughly analysed.

The theoretical framework encompassed the works of Carl Jung and his colour theory. This reinforced the aim of this project by showing a well-renowned psychiatrist had done research on these objectives. This gives credibility to the topic at hand and will attract other researchers to continue further investigations.

Intense literature was reviewed across several academic databases including Pub Med, Science Direct and Web of Science for the scoping review. This review was consistent with all previous findings by stating that colour plays a significant role throughout the purchasing process.

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