



The Psychology of Color and Its Effect on Branding

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Abstract

As we go into a world where marketing is becoming increasingly crucial, it is critical to recognize the influence color psychology has on branding. As consumers, we may not realize how color psychology has influenced our purchasing behavior and how prevalent it is in marketing and branding in general. Color psychology, on the other hand, impacts many branding decisions that lead to customer purchases. Colors and branding have a strong relationship that contributes to brand identity, brand recognition, and brand awareness. Colors are intentionally employed in branding and logos so that the customer will identify a certain color with a particular brand. Consumer emotions and sentiments connected to each color on the color wheel are the foundation of color psychology. Colors greatly impact branding because they influence how marketers position their items and how customers relate to them. The impact of color psychology on branding and marketing, the psychological connotations of each hue, and the impact of color on customers will all be covered in this research. A literature review will be conducted in this project to determine the meaning of colors and their influence on branding strategy.

Keywords: Color, Marketing, color psychology, branding, advertising, brand image.

Introduction

Because of the psychological consequences that result, color psychology is widespread in today's society's buying decisions, branding, and marketing. Consumers are more influenced by visuals such as colors, logos, and packaging when purchasing a product than by the product itself. Many diverse aspects are known to impact customers; however, visuals such as color appear to be the most frequent. Evidence reveals that when colors are used correctly in branding, there is an 80% boost in brand recognition, which implies that customers will be able to recognize the brand in the future. [1] Color psychology has been used by large organizations to connect with their consumers and a larger audience in the hopes of developing a strong relationship. [1-4] Colors used in branding tactics such as logos, product packaging, social media platforms, and websites influence consumers' purchase decisions. Not only will this increase income, but it will also increase brand recognition and loyalty. [4-13]

Many people regard colors as being visually pleasing, but they are much more than that in the

marketing and branding industries. Colors are intended to elicit an emotional and psychological response in the consumer, which generally results in the purchase of one product over another.

While a business chooses their color palette and logo, they do so with the purpose of making the customer feel a certain way while dealing with the brand. Consumers recognize brands based on the consistency and application of their distinct color palettes. It has been proved that 85% of buyers pay greater attention to a product's and packaging's colors. Color is the most essential aspect for these customers when choosing a product and finishing their purchase. [14]

This research looks at color psychology in marketing and branding, as well as the impact it has on customer purchasing behavior. There will also be more insight on how people feel and think about various hues. This explains why firms use specific colors for their brand kit, packaging, website, social media, and other marketing materials. Color psychology in marketing has been identified as an effective method of increasing customer brand recognition and loyalty.

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To investigate the study question, I did a literature review, which included many papers identified in the Long Beach State library database. In the following parts, I will first describe the literature evaluation and methodology, followed by the research contribution.

Color Psychology Defined

Color psychology associates various hues with emotions, behaviors, and feelings. Different colors have attributes that influence the emotions of many people when they are exposed to them. Our sight is the only one of our five senses that allows us to detect colors, emotionally attach to them, and retain them cognitively. When people are exposed to these hues, their mood, judgment, and emotions change, altering their purchasing behavior and habits. Colors influence how a customer perceives businesses, goods, logos, and overall designs since each hue is associated with a specific emotion. Color symbolism is emotionally significant to customers because it influences their sentiments and perceptions of items and businesses.

Color is regarded as one of the most essential variables in marketing and branding since it influences customer behavior. According to research, customers make decisions on things they see within 90 seconds of seeing them. (Ali 2018) As a result, the power of colors can significantly encourage people to acquire a product. This is crucial in branding and marketing since color is one of the most critical images that persuades customers to buy. Colors are the most essential aspect influencing customer decisions and influencing their everyday lives due to the emotions associated with them. (2011, Kaushik)

How Consumers Perceive Color Emotionally

As previously said, each hue has a significance and emotion associated with it, which directly stimulates the consumer's sentiments, altering their behaviors and decisions. The hues of the color wheel are presented with their related meanings in Figure 1. Every hue represents a particular feeling and mood that customers experience when exposed to various colors in branding.

The primary hues that consumers are exposed to daily are shown in the chart: red, green, blue, pink, orange, yellow, purple, brown, white, black, and gray. Figure 1 indicates that the color red evokes energy and excitement, which explains why so many people like shopping at Target, drinking Coca-Cola, and watching CNN.

On the other side, the color blue conveys a sense of trust and reliability to the consumer, which is why banks such as Chase employ a blue color palette in their marketing approach. Brown represents security, comfort, and the outdoors, and

is associated with companies such as Ugg, Carhartt, UPS, and M&Ms. All colors have connotations that associate with the companies that utilize them, which is why color psychology in marketing is a simple method for customers to recognize them.

Colors like this elicit emotional responses from customers, causing them to see brands differently. Color and product distinction generates a competitive edge, brand loyalty, improved sales, and good customer feelings. [15]

Color is perceived by consumers depending on feelings and actions associated with appreciating color on a product, logo, and branding. Colors influence how customers perceive and judge food. The color red is commonly associated with sweetness and is associated with foods such as strawberries, cherries, and watermelon. Colors like yellow and green, on the other hand, are linked with sour or unripe foods like green apples and green bananas. [1] McDonald's, Jack in the Box, Wendy's, and in Out all have one thing in common with their brand kits: the color red. Many fast-food businesses, like the ones mentioned above, employ [16-22] the color red in their logos and marketing methods.

This is due to the fact that the color red impacts our metabolism and develops an appetite, which drives customers to eat at fast food restaurants. Colors are seen differently by consumers, which is why when the color of a product or trademark is identified, people react emotionally to it. [26]

Table 1: Color Symbols

Color	Symbolism
Red	Energy, excitement, strength, passion, desire, love
Green	Environment, good energy, harmony, peace, growth, renewal
Blue	Trust, dependability, stability, appetite suppressant, relaxation, confidence
Yellow	Intelligence, logic, optimistic, happiness, hope, enthusiasm
Orange	Energy, warmth, courage, rejuvenation, cheerful, sociable
Purple	Royalty, spirituality, luxury, power, wisdom
Pink	Femine, girly, love, calmness, innocence, optimism
White	Purity, innocence, youth, birth, integrity
Brown	Earth, outdoor, safety, security, comfort
Black	Power, mystery, formal, sophisticated, elegance
Gray	Wisdom, intelligence, maturity, neutral

The Meanings Behind Color in Marketing and Branding

Colors are incredibly important in marketing and branding because they attract consumers,

establish brand recognition and loyalty, and influence purchase decisions.

Consumers establish an impression of a company within seconds of viewing its logo, goods, and color palette. Color psychology is utilized in marketing by using specific colors in corporate logos to elicit a pleasant reaction in the consumer. [27] According to studies, when a customer sees color in branding approaches, they interact 42% more than when they see simply black and white branding, resulting in 85% of them making their purchase decision based only on color. [1] Businesses must carefully pick the colors that will be used on their products and packaging since this will decide their success or failure. It is well known that buyers choose things based on color, which is why having an effective color on a product may impact the purchaser's mood and emotions.

When it comes to advertising products, services, packaging, and brands, color is unquestionably the most essential component. The colors used in a brand's logo, website, and goods help to define its identity. [28]

Figure 1: Color Emotion Guide by www.incredibleart.org depicts the many logos along with their color connections. We can observe that all of the green logos are associated to health and peace, such as Whole Foods, Tropicana, and Holiday Inn. While blue trademarks such as Dell, JP Morgan Chase, and Lowe's evoke feelings of trust and dependability. These huge corporations have built their logos carefully based on color psychology and what they want their target audience to connect the brand with. Businesses who misuse the power of color might jeopardize their prospects of getting consumers to become aware of their brand and buy their items.

This is what distinguishes brands from their competitors and gives them a competitive advantage. Brands do not want consumers to mistake their products with those of their competitors, thus they avoid utilizing the same color palette as them. Coca-Cola and Pepsi, for example, used to have red packaging, but this was very simple for customers to misunderstand, so they changed their branding color to blue. To accomplish this, the corporation invested millions of dollars on marketing strategies to assure that customers would now connect Pepsi with a hue of blue rather than red. (2012) (Labrecque) Pepsi needed to differentiate itself from its primary competition, Coca-Cola.

Companies employ various colors not just to attract sales, but also to acquaint consumers with the company's brand and mission. To raise breast cancer awareness, the Susan G. Komen Foundation solely utilizes pink in its branding and marketing. Because of the color psychology employed in their marketing, the pink accent on their brand helps

individuals recognize them and set them out from other foundations. [28]

Marketers have deliberately assisted businesses such as Target, Best Buy, and Forever 21 in developing their name, logo, brand kit, and color palette with the goal of increasing brand awareness and loyalty. Brands may develop items that employ additional color signals and can design an item with the precise hue that the customer associated with a flavor. Gatorade, for example, correlates the colors of its beverages with the tastes, such as raspberry being a dark blue, strawberry being a light pink, lime being a brilliant green, and so on. This allows customers to identify Gatorade tastes with the color, making it easier for them to recall their preferences.

Every company's purpose is to elicit customers' emotions in order for them to become aware of the brand and convert that brand awareness into brand loyalty. Many firms have done an excellent job of marketing and branding their products, since consumers continue to return to them. For example, Best Buy's trademark colors are yellow and blue, indicating that the company wants its customers to remember them as pleasant and trustworthy. In this situation, it worked since Best Buy is the biggest electronics shop. When a customer considers purchasing new devices such as a television, headphones, or games, their first thought is to visit Best Buy.

Consumers rely on Best Buy for all of their electrical needs, just as they rely on Coca-Cola to keep them hydrated and Nintendo for their gaming amusement demands. Because of color psychology in their branding, brands like these have defined their target consumers, spread brand recognition, and generated brand loyalty with numerous customers.

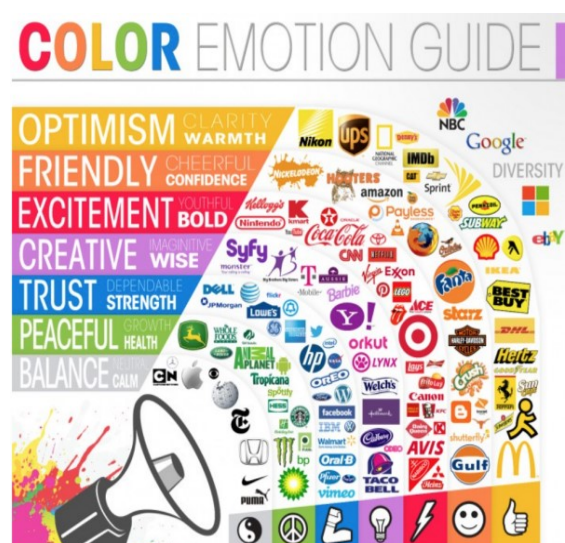


Figure 1: Color emotion guide

Importance of Color in Advertising

Advertisements are crucial tools that businesses employ to raise brand awareness and persuade purchase choices. These adverts may be seen on social media platforms, television, search engines, and a variety of other channels. The advertisement's purpose is to employ colors and images to help the customer remember the brand. Colors are important in advertising because they captivate the customer and make them feel emotionally connected to the commercial. Color palettes employed by companies may help consumers form an emotional connection with the brand and encourage them to buy.

When striving to convey a message to the consumer, visual aspects in commercials are more convincing and successful. Individuals use colors to express themselves based on their emotions, which is why it is critical for companies to incorporate color psychology in their advertisements. [20] Consumers are drawn to colors in advertising because they associate those colors with their perception of them and the emotions associated with them.

Different adverts display when you search for certain things online or scroll through Instagram. Many people are introduced to companies for the first time through these advertisements; therefore, it is critical that the advertising feature color that will elicit an emotional response from the consumer. Sometimes, the same advertising shows on Instagram daily. As a result, if companies use color effectively in their marketing, consumers will be able to identify the brand with the color of the first advertising they saw.

Figure 2 is an Instagram advertisement from the Beach waver offering a Labor Day sale with a 30% discount. They employ a very drab pink as the image's background and just use words to introduce the deal rather than visuals. Consumers are seeking visually attractive graphics with colors that can emotionally entice them to buy a product.

Figure 3 shows Too Faced promoting a 30% off sitewide sale on a pink backdrop with big block letters with sparkles and a variety of some of their most popular goods. This advertising has a very feminine and frilly vibe that is visually attractive. Too Faced is attempting to raise public awareness of its cosmetic brand by offering a 30% discount on their items.

A single hue or color combination may elicit emotions in consumers, causing them to respond positively to brand identification, awareness, and product launch.

Colors linked with the brand and marketing will assist customers in identifying the brand on a frequent basis. The various colors displayed in Figures 1 and 2 have a significant impact on how customers react when a brand is presented to them

and when they are already familiar with a brand. The many colors and emotions associated with these advertisements have a significant impact on the viewers' memory and ability to recall the firm. [1]



Figure 2: The beach waver Instagram Ads

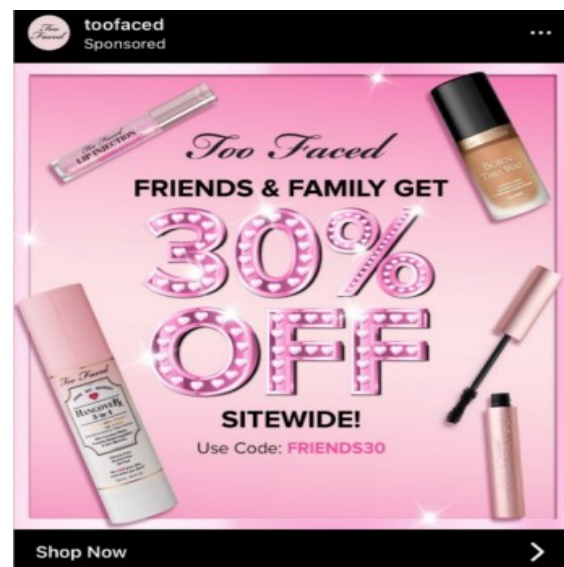


Figure 3: Too Faced Instagram Ads

The effect of colors in corporate brand

Colors affect customer perception for corporate brand identity

The honeycomb model was used in this study to assess brand perception through colors, which is also the amount of brand identification from the customer's perspective. First, participants from each group submitted eight color associations via eight created brands. The results of the six groups show that the red brand elicits emotional responses and motivates people to be impulsive, passionate, and

active. The orange brand is a cross between red and yellow, exuding pleasure, optimism, and youth. The yellow brand is associated with brightness, excitement, and friendliness among participants. The green brand represents health and ecological themes, as well as environmentalism and peace. Participants who encounter the blue brand are reminded of intellect, the future, and optimism. Participants who encountered the purple brand connected it with elegance and glitz. Purple is considered noble by some responders, but it is associated with illness by others. Finally, the black brand represents gloom, staidness, and mystery, whereas the white brand represents purity, monotony, and benevolence.

Colors affect customer perception for corporate brand awareness

The visual identity for brand recognition, identification, and association is the symbol. Most participants were taken by the red and yellow hues and thought black and white were unusual. The authority color basis may raise consumer brand awareness and form brand image.

The foundation of authority is difficult to replicate and relates trust and brand appraisal. Blue and black are also related with trustworthiness, whereas red is preferred among participants.

Different colors trigger different emotions; therefore, brand meanings can vary greatly. In summary, this study reveals that blue and black have positive trustworthiness ratings, whereas red is the most preferred color among participants.

Colors affect customer perception for functional and emotional benefits of the corporate brand

Functional advantages are brand functions that meet consumer demands and help them solve issues or complete certain activities, all while encouraging customers to have a good opinion of a brand's utility and quality. This study revealed that participants share comparable color associations, specifically red, yellow, green, blue, black, and white. Blue, green, black, and white provide the most utilitarian advantages to customers and may meet basic expectations.

Emotional advantages show that a brand resulted in a pleasurable response from customers. The focus group results show that (1) the red brand produces fulfillment, (2) the red and yellow brands express happiness, (3) the red and yellow brands symbolize values, and (4) the yellow brand is more unique than other colors. Red and yellow hues provide emotional advantages and elicit positive sensations associated with happiness, optimism, and enthusiasm. Red and yellow, on the other hand, are

closer to customers than cold hues (such as green and blue), which may produce gaps for consumers.

Colors affect customer perception of corporate brand recognition

The ideal customer image depicts how a business adds value to elicit sympathy. Consumers, on the other hand, pursue their own ideal customer image, which differs by gender or age. Young male students, for example, choose yellow and blue, whereas male office professionals prefer black or gray, which shows staidness. Young female students, on the other hand, love adorable pink and naive white, while office ladies favor bright crimson or mysterious purple. The findings also show that: (1) red and yellow brand features are consistent with participants' expectations, (2) red and yellow brand traits are commended and liked by participants, (3) red and yellow brand expectations are high, and (4) green brand expectations are low.

Consumer Buying Behavior Based on Colors

Consumer buying behavior refers to the attitudes and behaviors that customers take before making a purchase choice. These attitudes may be influenced by personal ideas, perceptions, and emotions experienced when purchasing a product or service. As previously said, 85% of buyers rely on the color and packaging of the goods.

Colors are used by consumers to make purchasing decisions ranging from low priced items to high ticketed items. They believe that if a product's packaging and color are appealing, the product's functions will be superior. (Ahmad 2013) The product packaging is as significant to the customer as the logo placement and branding strategy since it helps establish brand recognition.

Finally, customers seek what is most appealing, and in doing so, they tend to go toward colors that they love looking at and that make them feel good. For example, Victoria's Secret and its sibling company Pink are both aimed at women, which explains why their logo is exclusively pink. Pink, according to Figure 1, represents femininity, love, girliness, and tranquility. Victoria's Secret and Pink are famed for bringing out the feminine side in women. Their logo, website, social media platforms, packaging, and storefronts are all totally pink, giving women the impression that they are reconnecting with their feminine side.

Furthermore, Apple Inc. employs white and gray in its logo and branding to convey a sense of tranquility, maturity, and balance to the consumer. However, their items are not entirely white and gray. Apple Inc. has released a range of colors in its iPhones, MacBook, iPads, and other products over the years. Customers may now select what color

they want and what model phone, tablet, or computer they want.

When the firm introduced the color variations over the years, an increasing number of individuals became Apple consumers. This demonstrates how the colors of items and packaging may influence a consumer's purchase choice and purchasing behavior.

Color psychology is significant in a consumer's purchasing behavior because they are drawn to color and tend to feel the emotions associated with it, as seen in Figures 1 and 2. A consumer's perception of color influences their cognitive feelings, which influences what product they want to buy and which brand they will stick with. Using the proper colors in branding and marketing may result in the consumer experiencing favorable feelings, giving them a reason to buy that product.

When people think of a brand, they immediately associate it with a color and an emotion. This makes it easy for the customer to recognize the brand and recognize the things they want to buy from them. Marketers build campaigns focused on color to appeal to their target audiences in the same way that consumers are interested in certain hues and their emotional ties. [29]

Colors on Clothing Stores Social Media Platforms

We live in a time where social media has a significant influence on customers and their purchasing habits. Every well-known company has a significant social media platform where they use color psychology to target consumers. Companies such as H&M employ different color palettes on their social media channels to engage their customers and develop brand recognition.

Consumers' purchases are influenced by social media because people are motivated by what they see online, especially if the colors they see make them feel something emotional. Marketers build social media campaigns with colors that will be most successful in capturing customers' attention, resulting in campaign success. Companies spend millions of dollars on color psychology marketing techniques to differentiate themselves from competitors and brands in the same sector. [1]

Figure 4 is a picture from H&M's Instagram feed featuring their summer 2022 collection. We can observe that they are concentrating on two hues in these images: blue and green. When customers view these postings, they will experience a sense of trust and calm, which is what H&M wants to convey to their audience since they develop hot and popular "IT looks" each season. The brand employs models that exude confidence and strength, giving their audience the sense that they, too, can be confident and assertive in their apparel. Every

season, consumers trust H&M because of what they see on social media, their website, and storefront locations. The corporation carefully considers the colors to release each season in order to keep customers loyal to the brand.

They want the colors used in their commercials, new apparel lines, and social media to match the message they want the customer to feel. By doing so, H&M customers as well as new audiences may be enticed to learn more about the company. Every time they post, colors seen in the media influence consumers' purchasing decisions and engagement with the company. Every hue that the consumer sees has a message and an emotion that might lead to a purchase or a disconnect.

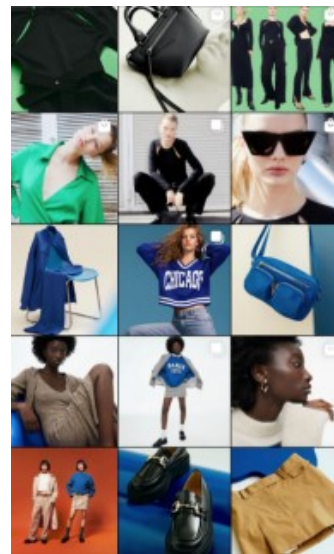


Figure 4: H&M summer Instagram feed

Conclusion

The study of color psychology in marketing, branding, and consumer behavior is very important. Color psychology and branding strategies that make things appear aesthetically pleasant impact consumers. Corporations have created their trademarks on colors that will elicit the feelings that they want their customers to experience. When people view advertising, promotions, and new items, they are frequently associated with a single emotive color. This study is unique in that it assists companies, enterprises, and consumers in understanding how color psychology influences consumer purchase behavior.

Colors and packaging have been shown to affect customers, which may help firms determine their target demographic based on their brand identity or mold their new items into something a consumer will be ready to acquire. According to the findings, consumer purchasing behavior is all about color and what each hue signifies to each customer. This is research that may be expanded upon using new

research methods to assist both customers and businesses in the marketing sector.

Conflict of Interest

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

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² المركز القومي للبحوث (Scopus 60014618)، معهد بحوث وتكنولوجيا النسيج، قسم التحضيرات والتجهيزات للألياف السليلوزية، 33 شارع البحوث (شارع التحرير سابقا)، الدقي، ص.ب. 12622، الجيزة، مصر

المستخلص

بينما ندخل إلى عالم أصبح فيه التسويق أمراً بالغ الأهمية بشكل متزايد، فمن الأهمية بمكان أن ندرك تأثير علم نفس اللون على العلامات التجارية. كمستهلكين، قد لا ندرك كيف أثر علم نفس الألوان على سلوكنا الشرائي ومدى انتشاره في التسويق والعلامات التجارية بشكل عام. ومن ناحية أخرى، تؤثر سيكولوجية الألوان على العديد من قرارات العلامة التجارية التي تؤدي إلى عمليات شراء العملاء. ترتبط الألوان والعلامات التجارية بعلاقة قوية تساهم في هوية العلامة التجارية والتعرف عليها والوعي بها. يتم استخدام الألوان بشكل مقصود في العلامات التجارية والشعارات بحيث يتعرف العميل على لون معين مع علامة تجارية معينة. إن مشاعر المستهلك ومشاعره المرتبطة بكل لون على عجلة الألوان هي أساس علم نفس الألوان. تؤثر الألوان بشكل كبير على العلامة التجارية لأنها تؤثر على كيفية وضع المسوقين لعناصرهم وكيفية ارتباط العملاء بها. سيتم تغطية تأثير علم نفس اللون على العلامات التجارية والتسويق، والدلالات النفسية لكل لون، وتأثير اللون على العملاء في هذا البحث. سيتم إجراء مراجعة الأدبيات في هذا المشروع لتحديد معنى الألوان وتأثيرها على استراتيجية العلامة التجارية.

الكلمات المفتاحية: اللون، التسويق، علم نفس اللون، العلامة التجارية، الإعلان، صورة العلامة التجارية.