



The Importance of Color in Marketing and Customer Behavior

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Abstract

Color is a source of information and is present everywhere. After their first encounters with people or things, consumers form opinions within ninety seconds. Colors alone account for between 62 and 90 percent of the evaluation. Therefore, careful color selection may influence attitudes toward certain items by affecting moods and feelings, both favorably and unfavorably, in addition to helping things stand out from the competition. Managers need to recognize the significance of colors in marketing as our emotions and moods are erratic and because colors influence how we think and behave. The objectives of this study are to define the terms "marketing," "product," "psychological color," "marketing functions," and It also seeks to define the elements of the marketing process and investigate how color influences customer behavior. Additionally, understanding the psychological meaning of certain colors, researching the role color plays in marketing, figuring out the color scheme, and researching the ways in which color is used in marketing This research seeks to define the terms "marketing," "product," "psychological color," "marketing functions," and know more. understanding the psychological meaning of specific colors, researching the role of color in marketing, figuring out the color scheme in marketing, and researching the uses of color in marketing

Keywords: Marketing, Colors as Marketing Strategy, Color, Consumer behaviour, Marketing process, psychological effect of colors

Introduction

Color plays a surprisingly significant role in marketing, influencing everything from our first impressions of a brand to our purchasing decisions. It's like a subconscious whisper, guiding our emotions and perceptions without us even realizing it.

Here are some key ways color impacts marketing:

First impressions: Studies show that up to 90% of our initial judgement of a product can be based on color alone. This means choosing the right colors is crucial for making a positive first impression and grabbing attention.

Emotional associations: Different colors have strong emotional associations that can be leveraged to resonate with your target audience. For example, red is often associated with excitement and passion, making it popular for energy drinks and action movies. Blue, on the other hand, signifies trust and

security, making it ideal for financial institutions and healthcare brands. [1-7]

Brand identity: Colors can become synonymous with a specific brand, creating a strong visual identity that helps with brand recognition and memorability. Think of Coca-Cola's red, Tiffany & Co.'s blue, or McDonald's yellow – these colors instantly bring those brands to mind.

Call to action: Colors can also be used to influence behavior and encourage conversions. Green is often associated with "go" and is frequently used for call-to-action buttons. Black can convey luxury and exclusivity, making it effective for high-end products.

Cultural considerations: It's important to remember that color meanings can vary across cultures. For example, white is associated with purity and innocence in Western cultures, while in some Asian cultures it is associated with mourning. Researching your target audience's cultural context

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is crucial for choosing colors that will resonate with them.

Examples of effective color use in marketing:

- McDonald's: The use of red and yellow creates a sense of excitement and fun, appealing to families and children.
- Tiffany & Co.: The signature blue box conveys luxury, elegance, and romance, perfectly aligning with the brand's image.
- Slack: The vibrant greens and blues used in their interface create a sense of energy and productivity, reflecting the platform's purpose.

Overall, color is a powerful tool that can be used to significantly impact your marketing efforts. By understanding the psychology of color and choosing your colors strategically, you can make a stronger impression, build brand recognition, and ultimately drive conversions.

Marketing

The word marketing is derived from the Latin term *marcatus*, which means market.

It is also derived from the Latin word *marcari*, which means store[8] and if the "ing" syllable is added to this word, which It means within and from it it can be said that marketing means the activity or work that takes place within the market. In time Marketing should be seen as not a concept limited to the traditional meaning of selling, but rather as a meaning.

Modern in terms of being a tool to satisfy the needs of consumers, and thus marketing according to the broad definition is A social and administrative process by which individuals and groups obtain their needs and desires through production and exchange Products and value with others, and in a tighter business environment, marketing includes building profitable value exchanges with Consumers.

The American Marketing Association defines marketing activity as the performance of business activities that guide the flow of Goods and services from producer to consumer[9]

Philip Kotler P. defined marketing as «Economic and social activity directed at satisfying needs and desires by providing goods and services for exchange»[10]

And he has In his definition of marketing, Kotler focused on producing value for the consumer and deriving profitable value from it in the form of sales and long-term profits, and equity. Other definitions can be provided, including the definition of "William Stanton" « Marketing is the activity that governs the economic flow of goods and

services to consumers to achieve economic goals for the community»[11]

J Lambin (It has defined marketing as a process and directed social activity Satisfying the needs and desires of individuals and organizations through the preparation and exchange of services and products of benefit to buyers)[12]

These definitions focus on one content since marketing is an activity based on providing economic benefits, Achieving the confluence between heterogeneous demand and heterogeneous supply of goods and services, where ownership is transferred. [13]

From its production centers to the places of use and consumption. It can be said that marketing is a management philosophy that the institution is trying to Through meeting consumers' current needs and future expectations through a coordinated set of Activities and efforts, and at the same time it is the process of planning and implementing integrated activities that are based on the provision and pricing Promotion and distribution of goods, services and ideas to achieve satisfaction for consumers through the exchange of benefits and within the limits of Community Trends[13]

Marketing functions and its importance

Marketing functions

Marketing can perform a range of functions, the most important of which are as follows[5, 7, 14-26]

- Contribute to setting the general objectives of the project in addition to determining the marketing objectives for each business unit within an organization consisting of several units or in which there is a commodity marketing mix that includes more than one commodity
- Contribute to identifying the strengths and weaknesses of the organization and identify available marketing opportunities and challenges or problems that need to be avoided or solved.
- Design and implementation of all products and field studies related to consumers, competitors or industry conditions in a manner Year.
- Analyze and interpret the data collected by marketing research and information systems in order to present it in the form of Results through which the right decisions can be made.
- Modifying the marketing mix of some products that suffer, in addition to canceling failed products that achieve the financial loss of the institution while working to provide new goods that satisfy the needs, desires and tastes of new consumers

- Determine all policies related to the identification of the brand of the good or service and all services and guarantees that are preferred. Providing them as accompanying services for the goods sold in addition to determining the sizes, colors and shapes of the packages.
- Analysis of competitors' forms with the identification and development of methods and data.
- Analyze the effectiveness or profitability of the distribution outlets available for the offered goods and choose the most appropriate one for the institution on the one hand and for the interests of consumers on the other hand.
- Determine the objectives and tools of the promotion appropriate for each individual good or service, in addition to the choice of time and content and the form of promotional campaigns to be directed to consumers in the markets.

The importance of marketing

Marketing is of great importance that is not limited to simply delivering a good or providing services to end consumers or industrialists only, but this importance extends to reach. [7, 21, 23, 26, 27]

- Creating the formal benefit of the goods by informing the production or design management of those desires and needs required of the consumer's party, whether related to the shape, quality, or packaging.
- Facing the competition of foreign or multinational companies within the local markets.
- Conquest of international markets by discovering marketing opportunities in these markets, whether directly.
- (Foreign direct investment) or through indirect method (export and sales licenses)
- Creating a lot of jobs because the marketing activity of the institution works to create employment in different fields.
- From sales, advertising, market development, research.
- Moving the static demand of a category of prospective customers by identifying their needs and trends.
- Encourage, motivate, or entice customers to use certain goods or benefit from certain services.
- Directing the attitudes and behavior of individuals to create new positive demand.

Components of the marketing process [28]

- Needs: It is the feeling of imbalance and inferiority (the need for food and clothing, the need for clothing, the need for dwelling). Marketing seeks to discover this need or raise it in the individual.
- Desires: It is the means through which the individual satisfies his needs and is affected by the individual's trust and the environment in which he lives. For example, an individual needs food but specifically wants to eat pizza.
- Demand: It is desire supported by visual power, desire without visual ability remains mere wishes.
- Products: They are the benefits and benefits that satisfy the desires of the individual, and the product may be a commodity, service or idea.
- Exchange: The marketing process is not completed except through exchange, where each party provided value to the other party (The consumer gives money and gets the product in return).
- Markets: It is the group of current and potential buyers (consumers) who have a desire for the product and the ability to buy it.

Product Concept

A product is a combination of tangible and intangible qualities that are designed to satisfy the needs and desires of the target markets, and everything that can be displayed in the market to attract attention, ownership, consumption or use, which provides a degree of Satisfaction for pilgrims who want to be human beings: material things, services, places, institutions, and ideas[29].

The concept of consumer behavior

The study of consumer behavior is a special case or an integral part of the study of general human behavior. It is concerned with the activities and behaviors the consumer undertakes and is directly related to satisfying his needs and desires, which judge the consumption process.

From this perspective, consumer behavior can be defined as: "the set of actions issued by individuals, associated with the purchase and use of economic goods and services, including the decision-making process that precedes and determines these behaviors where marketers are allowed to develop strategies to influence consumer behaviour [30].

Emotional design of products

This field is characterized by how to design products and environments so that they are loved and desirable, achieve a great deal of happiness, and increase the love of acquisition, this field works to create positive experiences that the user remembers that enable him to boast about them, increase his loyalty to the product, and increase the interest of others in it. [31]

The concept of color

Color is part of the world around us, it accompanies us in our lives and enters into everything around us, for the words of God Almighty: "And what atom for you in the earth different colors, that in the verse of the people remember" Surat Al-Nahl - verse 13 - it is an interpretation of physiological and psychological cases closely related to the areas of the volatile soul and its deep phases of love and hate, satisfaction and tranquility and others, and therefore the color had symbolism and connotation often synonymous, for this is due to the importance of color in the visual message, as it contributes effectively to communicating the message at every step in terms of perception, attracting attention, creating an appropriate emotional atmosphere. [3, 32-41]

In fact, color is nothing but radioactive energy that has a wavelength, varies in its frequency, and fluctuates from one color to another, and the photoreceptors in the retina receive it, and translate it into colors, as the retina contains cone cells divided into three types :

The first is more sensitive to long positive lengths of light, so it is responsible for the sensation of red, the second group is more sensitive to the middle region than positive lengths, responsible for the sensation of green, and the third is more sensitive For short wavelengths and feel blue[42]

The concept of psychological color science

Color is a single miracle embodied in everything that surrounds us, a concept that helps us to uncover the identity of things and define them more clearly, as everything living or non-living has color; God is the creator of these wonderful colors and shapes, and He is the creator of everything in an unprecedented way. Colors have an impact on the human psyche, as confirmed by in an article "Colors and calligraphy are beauty, harmony and treatment. Colors have psychological effects that look at the extent of the impact of color on the human psyche, as well as physiological effects that look at the extent of the impact of color in the human body, and each color has a psychological (involuntary) impact on the human psyche until colors are used in the treatment of some diseases,

especially psychological ones. Colors are everywhere we move in our homes, clothes, streets, cars, newspapers, magazines, and movies. Everything is colorful, free language that humans can communicate. As he pointed out, "Color is a language and a feeling that all human beings agree on, so if we bring someone from the east of the globe, he will interpret his feelings of colors in similarity to the feelings of those who were in the west. [2, 3, 5, 7, 20, 21, 23, 43-51]

The effect of color on consumer behavior[52]

Colors are a prominent element in the aesthetic design of products, free is one of the most common ways. Used to deliver certain messages to the consumer, and used by marketing and brand managers commercial to attract new customers and facilitate the identification of products

Color classifications. [53-64]

Cold colors: violet, blue and between them, blue, green and in between, indicate calmness, serenity and confidence, which often express feelings of peace, but they can lead to feelings of sadness and apathy

Warm colors: They are the colors confined between the purple and green groups on the one hand, and red and yellow on the other, which express feelings of warmth, comfort, anger, and hostility

Positive colors: red, orange, yellow, infrared and black, and these colors are characterized by their acidic reactions, where their radiation is energizing and exciting .

Negative colors: blue, indigo, violet, ultraviolet, white and green, and are characterized by their strong reactions so that their radiation is cold and calming.

Color characteristics [43, 65-76]0.

Color is determined according to a set of characteristics or values through which we can distinguish colors, which are as follows.

Color adjective: (Hue): It is the characteristic that we distinguish and differentiate between one color and another, such as: blue, green, red, when mixing between two colors such as red and yellow, orange is produced, and this is a change in the color characteristic .

Value: It means the strength of color in the degree of lightness or darkness, such as light green, dark green, and in turn takes different values towards lighting or opacity.

Saturation: Represents the degree to which color is characterized in terms of the number of color atoms

in the space (color purity), which is determined by the extent to which it mixes with black and white

The psychological implications of some colors

[20]

Red color: It symbolizes the color of blood and blinds activity, vitality and life, and is used to stimulate blood circulation to get rid of low pressure, lethargy, laziness and a constant sense of stress, and it is the only color that we cannot use in bedrooms and places of rest and relaxation, because it emits high vibrations that lead to increased movement and activity of cells and accelerated heartbeat, so a person who sleeps in places full of red will suffer from insomnia, nightmares and disturbing dreams, and the red color in general attracts the eye to it No resistance .

Yellow color: The yellow color was a symbol of thought, intelligence, acumen and imagination, and the ability to visualize in cases of feelings controlling thoughts and actions, and also in the case of mental inactivity, it works to activate the brain and strengthen the mind, and it can be worn to stimulate creativity, clear the mind and activate intellectual alertness, especially when suffering from sticky tension.

Blue color: It is known as the calm color, because it calms the mind and helps to relax, and renews the activity of the sticks device, wearing blue clothes may be useful in controlling emotions and feelings and creating a sense of strength and psychological and moral stability, which is the only color that floods the surface of the earth, determines the dimensions and gives a sense of depth, the blue color in the sky is a sign of transcendence and depth, and in the water on the cold and quenching, and in the clouds on goodness and hope, it is a color that inspires calm and optimism

Orange: It is considered a color that strengthens the heart, general tonic, anti-sensation of depression, apathy, depression, drowsiness, despair, and all melancholic feelings .

Green: A color that calms pain in the event of cancer, affects the brain, and it is the only color that if it overshadows all other colors, the person does not feel any distress or boredom, it balances and achieves harmony and encourages endurance and understanding, and is a soothing and calming color for the body and mind as well.

White color: It is the pinnacle of serenity, purity, and clarity, Yui in the sense of reassuring him souls and feeling serenity and tranquility, and inspires optimism, pleasure, love, and some hate this color, and they are often those who have gone through a painful experience with the disease and spend long times in hospitals .

Black color: This color is absolute and does not exist in the colors of the spectrum and is opposed to the white color, it is considered in the fashion world the king of fashion so that some fashion houses have started designing wedding dresses in black, and also we all admire the sight of stars and moons shining in the dark sky, and gives a sense of strength and self-confidence, but it is frustrating to the appetite .

Gray: especially medium gray, is the most neutral color, a color completely devoid of expression, a mysterious color, entertaining, without personality, but it has sometimes made a symbol of elegance, beauty and femininity, and this is what distinguished the autumn and winter fashion shows.

The importance of colors in marketing

Mills has confirmed that the use of colors effectively increases comprehension and doubles attention, as a study conducted by the company (M3) revealed that colors are one of the main reasons why the display visuals have an impact that greatly exceeds the non-colored offers, as color ads attract the attention of a larger number of readers, up to 80%, and sales of advertised products rise by more than 50% when using colors, and the stability of the contents of the advertisement in the mind of readers increases from 55% to 80% in case of color ads. [77]

In a comparison of the role of the senses in making a purchase decision, it was found that 92% said that the visual factor is the most important, while only 5.6% said that the sense of touch is the most important, and both hearing and smell received 0.9% Color has a strong influence on visual features, perception, attention and playing on objects Which in turn may determine the choices of consumers in consumer products taking into account price, quality and other important factors from the point of view of the consumer, , the color of the product has affected the choice of consumer products. [21]

The effect of colors on consumer behavior

The emotional value of colors is mainly due to the effect of color on the activation dimension of the individual's emotional state, and according to Norman et al. the term "color affect" will be comprehensive, including emotions, mood, feelings, and these effects are represented in Three types: activation and excitement, calm (pleasure), domination or control.

Some studies have shown that warm colors such as (red, yellow, orange) stimulate the sympathetic system, and red increases blood pressure, pulse and respiratory rate, in contrast to cold colors such as (indigo blue, and purple.) that would stimulate the

system Parasympathetic sticks, freely reduce arterial pressure, respiratory rate[33]

Also, brighter colors such as (white, pink, blue) provoke more positive reactions such as (happy, excited) compared to dark colors such as brown and black, red pushes for excitement, and aggression, while green pushes to withdraw, and black to worry colors affect our psychological state and give it activity or calm, and pushes us to relax or work, as light (calm) colors help to relax and comfort the soul more than the dark (strong) colors that often What to be invigorating and exciting. It seems that long-wave colors, especially red, have a great impact in terms of stimulation compared to shortwave colors such as (green, blue) that work On calm[52].

In this context, Belize and others mentioned that it would be appropriate to use cold colors in commercial spaces where shopping is done in a logical way, and to use warm colors to promote hasty purchases, as the blue background would cause purchase intentions more than the red background with regard to products whose purchase is thoughtful (such as appliances, television, furniture, etc.). In addition, individuals seem to find cold-colored commercial spaces more attractive and fun than hot-colored commercial places also showed that clear colors with (greater brightness) generate positive reactions, while dark colors provoke negative reactions, and this is what Mikkelides el Valdez and Wardvi) concluded, that saturated colors are more exciting than bright colors that are characterized by relaxation and cheerfulness, and we find that red and yellow are used to attract attention and stimulate appetite, and on the contrary, blue and green colors calm the consumer[33]

It should be noted that not all colors have the ability to attract attention, some colors have an appeal than others, where we find orange in the first place, followed by blue, then green, and finally yellow, moreover, the use of a colored background instead of Background with images, provides visual and Cognitive interests The eye perceives red faster than blue, and this aspect explains why marketing men often use red in commercial advertising signs[33]. Bollomley" said brands promoting a functional image were better received when they were blue, while brands promoting a social sensory image were better received when they were placed in red. Colors help distinguish between brands, and this is confirmed by both "Bagshi" and "Shima" that colors help distinguish the brand, use of red with warm colors such as orange conveys more excitement compared to cold colors such as blue, as for purchasing behaviors, the red color leads to negative results compared to blue, red reduces the occurrence of purchase and increases the postponement of purchase decisions, as well as

reduces browsing and searching for Products, although red is more exciting compared to blue, the latter gives more positive values (calm, cooler) than red (tension), and thus influences the perceptions and behaviors of the buyer positively[17]

As a general rule, some colors provoke reactions and can affect mood such as yellow happiness, red excitement, blue calm

Colors as Marketing Strategy[19]

The iPod Shuffle was only available in silver when Apple unveiled its newest form in October 2006. But after only three months, Shuffle was offered in orange, blue, purple, and green, with the slogan "Put some color on." Among the several features of these Shuffles was the ability for end customers to essentially match the color of the gadget to their attire.

Sony is capitalizing on the growing trend of devices turning into fashion statements in India by introducing its Vaio collection of multicolored computers, cameras, and MP3 players.

The brand's popularity skyrocketed after Motorola India's 2006 pink Razr trial, bringing many colorful phones to the market. This series, which retails at a 5% premium, is said by TVS to have accounted for 15% of Scooty sales in only one month.

Customers are choosing colors across categories, so it's obvious that color is the newest white knight in the marketing world. Studies by the International Association of Designers, Color Marketing Group (CMG), show that color can be up to 80% more effective at increasing brand recognition, read up to 42% more often than similar black-and-white advertisements, and account for up to 85% of consumer decisions to purchase a given product. CMG President Jack Brennander said, "Smart companies are realizing the need to customize by using color." At this stage, the car is only a shell, and the extras serve as an article of expanded clothing.

One of the first car manufacturers in India to recognize the power of striking hues was Maruti Udyog, whose vivid yellow Zen had long waitlists. Recalls Maruty Udyog's former managing director Jagdish Khattar: "Traditionally, cars were marketed in silver and white. We reasoned that yellow would add energy and vitality to a brand that was already well-known for being youthful and energetic. The move was successful in positioning the brand more so than it was in terms of real sales. Additionally, even if "non-colors" like beige, silver, black, and white still make up 50% of the total, 70% of Indian automobile sales indicate a clear shift in customer preferences. According to Khattar, the "signature color" for the well-known Maruti Swift is now red rather than white. The purple Zen Estilo, the red

and "sunrise copper" SX4, the red, yellow, and Caribbean blue Alto, and the wine-red Esteem are also quite popular.

Recognizing the increasing influence of color in the decision-making process, marketers have started making large investments to learn more about the psychological effects of color. In 2004, Whirlpool India introduced a line of colored home appliances to become a market leader by enhancing an already strong product line. Director of Whirlpool Worldwide Consume Design, Asia, Hai Nair, says, "Since people are in a dynamic market environment, it seemed a good time to introduce our global initiative of Color, Finish, and Material (CFM) to Asian consumer." According to him, the business is benefiting from its strategy: "When we introduce a new color, our market share grows by the same amount as if we introduced a new product entirely."

TVS Motor supported the launch of the pink Scooty with significant advertising expenditures, and in 2005 and 2006 it debuted purple, orange, and lavender Scootys as part of its "Splash Collection." S. Srinivas, GM of Marketing at TVS, acknowledges that the business was surprised by how effectively these colors performed. "After we started selling pink, it contributed 30% of sales. Each color we launched had an equal share in the overall sales figure," he explains. This triumph gave TVS the confidence to introduce the Scooty 99 series in thirty to forty Indian locations. At first, we couldn't decide which would be more effective. Pick any color now, and it's generating a lot of interest—even the flamboyant ones!" Srinivas's beams

For its part, Godrej Appliances chose to enhance the color element while deciding to completely revamp the brand. In an attempt to break away from the "my father's brand" reputation and become more fashionable, Godrej heavily exploited design and color to attract 25 to 35-year-olds.

Godrej unveiled their EON series of freezers in four pastel shades: melon red, honey yellow, frosty blue, and kiwi green—after conducting a "Mind Discovery TM market research study and hiring color experts. As a result, 60% of the company's refrigerator volumes are pastel tints. "We made a bold move by introducing pastels in fridges for the first time," says Kamal Nandi, vice president of sales and marketing at Godrej Appliances.

Color may function as a differentiator in a variety of sectors. The Park Hotels chose a black and white design for its restaurant Zen in 1992 since other Asian eateries at the time included reds, golds, and greens.

"Colors in the hospitality sector are by and large conservative and predictable, as most hoteliers want to appeal to the masses," states Priya Paul,

chairman of Apeejay Surrendra Park Hotels. We've taken chances, and it has benefitted the brand. She also says that the tone, setting, and design and the name of the restaurant are strong factors in deciding color; Ginger – the hotel chain of the Indian Hotels Company – has used colors very effectively in its corporate branding and interior design

Application of color in marketing :

It seems that colors are controversial. The lack of definitive scientific findings on color has led to a number of conjectures. Though they originated from businesses in the color consultancy sector, there have been some advancements in the study.

Marketers appear to agree on the outcomes, despite the fact that their trials are not scientific in nature. Some of the marketing applications are listed below.

Colors and restaurants

Due to its influence on human metabolism, red is a common color choice among fast-food businesses as it promotes hunger. Fast-food tycoons also use yellow to capitalize on their patrons' interests by drawing them in, piquing their curiosity, and enticing them to consume. For fast-food firms, this is the most effective approach to drive sales. On the other hand, elegant dining establishments employ blue to soothe and quiet their patrons. It is anticipated that the clients would be more likely to stay longer in this consoling condition. Extended stays might potentially result in increased revenues through the provision of bigger meals, wine, coffee, or desserts. This is a crucial sales-boosting tactic for formal dining establishments. Despite the association between blue and calmness[50] It might reduce appetite if used excessively! In fact, formal restaurants would prefer not to have such a result. All-you-can-eat restaurants that charge a fixed price for a buffet, on the other hand, may gain somewhat from the appetite suppressant tactic. If customers did not eat as much in this case, employing the color clue might help the restaurant owner save money; rather than increasing sales, the owner gains from reduced expenses. The outcome remains unchanged boosting the revenue stream. However, for this tactic to work, the restaurant's surroundings, cuisine, service, and other elements all need to be desirable.

Colors and waiting time

Colors have an impact on how time is perceived. Under a red light, time appears to move more slowly and objects appear bigger and heavier. Conversely, with blue light, time appears to move more swiftly and objects appear lighter and smaller.

This idea is used by casinos, who employ red lights to entice patrons and give them the impression that they are not wasting their time there.

Colors and brands

Brands are evoked by colors. The distinctive green label of Heineken, the red of Coca-Cola, the yellow of Shell, and the purple of Cadbury all have different meanings to certain customers. Given that color has a powerful emotional impact and may elicit a response to packaging more quickly than textual content or visuals, manufacturers have recognized the value of color [78]

Colgate toothpastes use holograms and metallic colored packaging to persuade customers to pick them over Proctor & Gamble toothpaste.

Colors and trend

People's tastes in colors tend to shift throughout time. Color consultants forecast and establish color trends by considering the quirks of many demographic groups, much like fashion pundits do with fashion. They create both short- and long-term color predictions so marketing managers may follow the trend and modify the package color of their products to maximize the chance that, all else being equal, the product's color would be favored. In reality, while selecting a hue for the packaging of their products, producers may find it useful to consult color experts' predictions. Palette pundits have a significant impact on the newly popular color choices, despite the fact that color prediction is more of an art than a science. [18]

Conclusion

Colors affect customers' minds on a psychological and physiological level. While blue and other cold colors are perceived as pleasant, calm, and favorable, warm colors like red or yellow are seen as colorful but negative, bright, and stressful. Businesses from many sectors use color to differentiate their products and establish their brands. Some businesses have made effective color management their core expertise.

It's debatable about colors. Some believe that people's reactions to colors are universal and hence constant, while others dispute this, claiming that people's preferences and reactions to colors differ depending on a number of factors, including age, gender, and culture. Industry color consultants may undertake unverifiable research that contradicts what serious scientific investigations can reveal. Marketing managers should thus be aware of how colors are interpreted in a certain region and how important they are believed to be. The colors of the store walls and packaging may have a big impact on

sales. When designing the layout of their businesses, managers might choose to take use of these distinctions. Depending on who their intended market is (children's stores, gender-specific stores, etc.),

They ought to pick colors for their merchandise or business interior design. Before a product is launched, research on color selection should be done and finished since the erroneous color decision can harm both the company's and the product's reputation. Global managers must understand that chances for multi-segment marketing may be facilitated by the various connotations attached to particular hues. Furthermore, managers who advertise the nation of origin of their goods may profit from employing the association of specifics for certain nations; for example, French and Chinese producers may utilize purple and red hues, respectively, on their goods. It seems that colors support the widely held belief in the psychological marketing of products.

Nowadays, going out to eat is more of a social event than a place to eat. With more and more people visiting restaurants and more establishments opening up to meet the demand, proprietors are searching for methods to make their establishment stand out from the competition as well as strategies to harness the power of color to boost sales. Food sales should rise when restaurateurs utilize color sparingly on the walls or carpets. While there isn't any concrete proof that some restaurants with particular color schemes have boosted sales, it may be assumed that, based on the kind of business (fast-food vs. fine dining), Careful color selection can affect how many people visit eateries. While blue and green soothe patrons and promote relaxed dining, red and yellow draw attention and pique appetites. Furthermore, blue may be a good choice for buffet-style restaurants as it has the potential to reduce hunger.

It is anticipated that declining national boundaries and advancements in communication technology, such as the internet, will promote global uniformity in color usage; that being said, the degree to which regional or cultural color standards will be widely embraced will rely on the next generation of people. Given that American television entertainment is easily accessible and desired worldwide, It is likely that color connections and preferences will prevail in North America. With a focus on the color blue, it is anticipated that the colors will have an influence in the first ten years of the twenty-first century. To go with blue, a range of muted hues such as taupe, Gray, and soft brown are appropriate. Soft, light hues like aqua, which stands for calm and relaxation, should also be the main theme. Since a product's color can serve as an immediate indicator of its brand as well as its quality and price—for

example, in Hong Kong, a golden soup can denotes high quality, while black on white labeling typically conveys a generic or inferior quality—color can be a significant, controllable marketing variable for managing image standardization.

Conflict of Interest

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

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أهمية اللون في التسويق وسلوك العملاء

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المستخلص

اللون هو مصدر للمعلومات وهو موجود في كل مكان. بعد لقاءاتهم الأولى مع الأشخاص أو الأشياء ، يشكل المستهلكون آراء في غضون تسعين ثانية. تمثل الألوان وحدها ما بين 62 و 90 بالمائة من التقييم. لذلك ، قد يؤثر اختيار الألوان بعناية على المواقف تجاه عناصر معينة من خلال التأثير على الحالة المزاجية والمشاعر ، سواء بشكل إيجابي أو غير موات ، بالإضافة إلى مساعدة الأشياء على التميز عن المنافسة. يحتاج المديرون إلى إدراك أهمية الألوان في التسويق لأن عواطفنا ومزاجنا غير منتظمة ولأن الألوان تؤثر على طريقة تفكيرنا وتصرفنا. تتمثل أهداف هذه الدراسة في تعريف مصطلحات "التسويق" و "المنتج" و "اللون النفسي" و "وظائف التسويق" ، كما تسعى إلى تحديد عناصر العملية التسويقية والتحقق في كيفية تأثير اللون على سلوك العملاء. بالإضافة إلى ذلك ، فهم المعنى النفسي لألوان معينة ، والبحث في الدور الذي يلعبه اللون في التسويق ، ومعرفة نظام الألوان ، والبحث في الطرق التي يتم بها استخدام اللون في التسويق يسعى هذا البحث إلى تعريف مصطلحات "التسويق" و "المنتج" و "اللون النفسي" و "وظائف التسويق" ومعرفة المزيد. فهم المعنى النفسي لألوان معينة ، والبحث في دور اللون في التسويق ، ومعرفة نظام الألوان في التسويق ، والبحث في استخدامات اللون في التسويق

الكلمات المفتاحية: التسويق ، الألوان كاستراتيجية تسويقية ، اللون ، سلوك المستهلك ، عملية التسويق ، التأثير النفسي للألوان