

THE PSYCHOLOGY OF COLOR

According to marketing psychology, colors have a definite, positive impact on the purchase intention of a consumer. This effect can be observed when specific stimuli are provided, such as creating a shopping environment that uses specific color wavelengths. When certain motivational states are activated as a result of being exposed to these colors, in turn, people's performances in different cognitive domains improve. The colors of the visible spectrum have specific effects on the human psyche and give rise to very different sensations:



Color is one of the first visual elements that attracts a person's attention, influencing an estimated **60%** of purchase choices (Sullivan, 2008)

COLORS ARE LINKED TO:

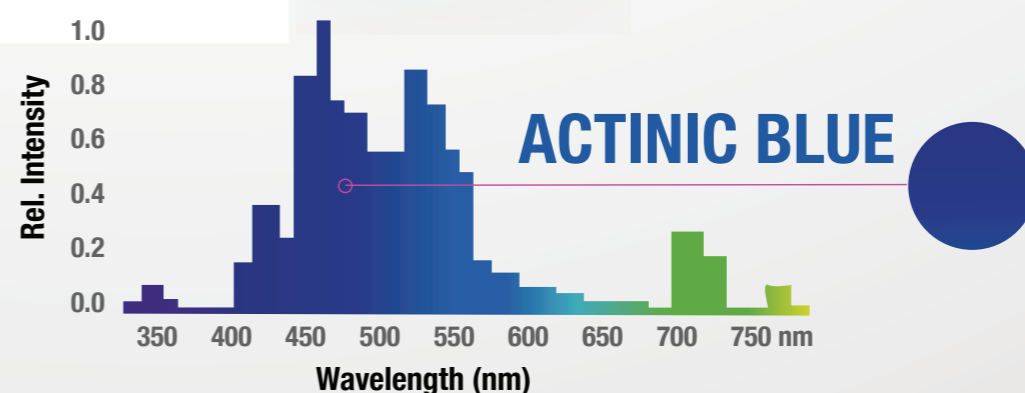
PINK PURPLE BLUE GREEN YELLOW ORANGE RED BROWN BLACK WHITE

Nurturing Warm Soft	Luxury Authenticity Quality	Competence Intelligence Communication Trust Efficiency Duty Logic Security	Outdoors Nature Earthy	Optimism Happiness Cheerfulness	Lively Energetic Extroverted	Arousing Exciting Activity Strength Stimulation	Seriousness Reliability Support Ruggedness	Sophistication Glamour Stateliness Dignity	Balance Calm Neutral

THE EFFECT OF BLUE VS. RED IN RETAIL

<p>RELAXED DULL COMFORTABLE POSITIVE</p> <h1 style="color: white;">BLUE</h1> <ul style="list-style-type: none"> • Increases purchase intention of hedonic products (those leading to emotional gratification, such as Nutella®) Ambient: + 40.9% Display: +105.2% • Enhances performance on creative tasks • Improves cognitive performance and well-being • Causes negative mood in older people • Activates a lower level of arousal (responsiveness to stimuli) <p>PLEASANT</p> <p>OUTDATED</p> <p>EXPENSIVE</p>	<h1>VS.</h1>	<p>TENSE BRIGHT UNCOMFORTABLE NEGATIVE</p> <h1 style="color: white;">RED</h1> <ul style="list-style-type: none"> • Garners attention • Evokes passion and love • Increases blood pressure and appetite, and is linked with metabolism • Causes negative mood in younger people • Activates a higher level of arousal (responsiveness to stimuli) • Leads to compulsive shopping <p>UNPLEASANT</p> <p>UP TO DATE</p> <p>INEXPENSIVE</p>
QUALITIES		QUALITIES
SHOPPING ENVIRONMENT		SHOPPING ENVIRONMENT
MERCHANDISE ENVIRONMENT		MERCHANDISE ENVIRONMENT
MERCHANDISE PRICE		MERCHANDISE PRICE

Researchers found that a particular tint of blue light (identified by an emission spectrum centered at 460 nm—"actinic blue") enhanced purchase interest of hedonic products (e.g., Nutella®, Ray-ban® sunglasses, Swatch® watches), but not utilitarian products (e.g., Johnson's® Baby Shampoo).



Sources:
Effects of blue lighting in ambient and mobile settings on the intention to buy hedonic and utilitarian products (G. Guido, L. Piper, M.L. Prete, A. Mileti, C. M. Trisolini) *Psychology & Marketing*, 2017, 34:2, 215–226.
Are men seduced by red? The effect of red versus black prices on price perceptions (n. M. Puccinelli, R. Chandrashekar, D. Grewal, R. Suri) *Journal of Retailing*, 2013, 89:2, 115–125.
Exciting red and competent blue: The importance of color in marketing (I. I. Labrecque, g. R. Milne) *Journal of the Academy of Marketing Science*, 2012, 40, 711–727.