

The Role of Color in Influencing Consumers

R. Ganesh^{1,*}

Abstract

Marketers have long used color's ability to attract customers' attention. Products with attractive packaging will definitely attract the attention of customers and differentiate themselves from other products on the shelf. Many studies have shown that color dulling can occur when the representation of color relationships is not consistent. Thus, the purpose of this study is to comprehend how color influences consumers. In order to find out the participants' preferred colors, an online survey was sent to them. It was determined that people liked yellow the least and blue the most. There are significant differences in gender selection. The results showed that color influences consumers' decision-making process and brand recall. The study also found significant differences among participants in their purchase of warm and cool colors, as well as warm and neutral colors. Numerous studies indicate that inconsistency in depicting color relationships can lead to color dulling. Thus, this research was conducted to explore how color impacts consumer behavior. An online survey was used to gather data on participants' color preferences, revealing a distinct favoritism for blue over yellow, with notable variations based on gender. The findings confirm that color plays a crucial role in shaping consumer decision-making and memory recall. Significant differences were also observed in preferences for warm versus cool colors, as well as between warm and neutral hues. Furthermore, the study highlighted age-related differences in color preferences, with younger individuals gravitating towards brighter, more vivid colors, while older participants showed a preference for more muted shades. These insights suggest that marketers need to account for both demographic characteristics and color perceptions to effectively target their audience and boost the visibility and appeal of their products.

Keywords: Color psychology, consumer behavior, emotional response, purchasing decisions, color preferences, cultural influence.

INTRODUCTION

A key component of the marketing strategy is color. It affects the consumer's behavior and understanding, stimulates thoughts and emotions; and helps companies operate or differentiate themselves from competitors. People have been advertising for year's people confirmed sightings of different colors. Labrecque and Milne (2012) [1] stated that brands use colors that differentiate themselves from their competitors to create an identity in the market. Pepsi is an example said that the color associated with his brand is blue, while the color associated with Coca-Cola is red. The difference for consumers is one created by the two names based on these color associations. Therefore, it is safe to pay attention to how Branded can be recognized and strengthen the brand (Abril et al., 2009) [2]. The

brain activity and color model developed by Elliott et al [3]. In 2007, 6 principles were announced: - Color represents something. The meaning of color is derived from two sources: biology and the study of color for the evaluation of stimuli; Unconscious behavior; According to science, colors with long wavelengths (such as red, orange, yellow) are called warm colors, and colors with short wavelengths (such as green, blue, purple) are called cold colors (Crowley, 1993, p. 60 lb.) [4] as shown in Table 1. In general, warm colors such as yellow and red have a stronger psychological and physical effect than

*Author for Correspondence

R. Ganesh
E-mail: 20134rg@gmail.com

Ex-assistant Marketing Officer, Department of Marketing,
Savitribai Phule Pune University (SPPU), Maharashtra, India

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cooler colors such as green and blue. Is at the other end of the spectrum (Bellizzi and Hite, 1992) [5]. Although white is generally considered a neutral color, it is sometimes classified as a cool color (Chebat and Morrin, 2007) [6]. Psychologically speaking, people think emotions arise from warm colors such as red, which are considered disturbing and happy at the same time, while cool colors such as blue are associated with feelings of peace, tranquility, relaxation and happiness. Similarly, according to physiology, Red is considered more intense than blue in terms of blood pressure, skin behavior and breathing. (Roschk et al., 2017) [7]. Colors often play an important role because they are associated with the religion or culture of the recipient. More importantly, the meaning of the symbols conveyed by colors in different cultures changes the effect of colors on people. Color, as opposed to location, describes the appearance of the environment in which goods or services are purchased or used (Bellizzi et al., 1983) [8]. Similar to packaging, color in retail design is used to attract or attract customers and attract attention. Many studies have been conducted over time on the psychological and physical effects of color. There is little research on its impact on business.

Table 1. Classification of colours into warm, neutral, cool colours

Warm colours	Neutral colours	Cool colours
Red, orange, yellow	Black, white, gray	Blue, green, purple

Many marketers are unaware of the impact of color. Therefore, this study was conducted to understand the role color plays in influencing consumers. These studies will help marketers understand the importance of color.

REVIEW OF LITERATURE

Colour and Consumer Behavior

In a study conducted by Bellizzi and Hite (1992), they investigated the role of color in creating emotions that affect the emotional reactions of buyers. Two experiments were performed; In Experiment 1, a sample of 70 women received a presentation of one of two presentations (red/blue), and in Experiment 2, a sample of 107 students received an internal presentation. Red or blue upholstered retail furniture. Results from two experiments clearly show that consumers respond more to the color blue. Similarly, Crowley (1993) suggested that people's responses to messages have at least two dimensions: colors. The population of this study consists of a large sample of 100 women between the ages of 18 and 64, selected by the inappropriate sampling method. Points are assigned one of four colors, including red, yellow, green, and blue. Use the surroundings of the furniture store and the stimulating colors used as for the color used for the background, everything except the color in the support still surrounds everything. A twenty-item scale with semantic differences was used to assess the presence of individual elements in the user's response to stimuli and was subjected to a principal component analysis using a rotation method called varimax. The "two-dimensional" hypothesis was confirmed by the results of this study. Environmental stores use blue and red, which are more wavelength colors and are considered more energy sources. Different length Evaluation also occurs in the customer's evaluation of the store environment, with the analysis becoming more positive as the wavelength changes from warm to cool tones. Grossman and Wisenblit (1999) [9] suggest that: Lenovo examines color data to help understand buyers' color choices. The principles of classical conditioning are used to develop shared understanding of learning and are also used to provide instruction. The principle of classical conditioning makes it easier for marketers to use associations when stimuli are similar or similar to each other.

Chebat and Morrin (2007) found the effect of cold and warm store decoration on buyer perception. The authors found that French Canadians' perception of the product was better in warmer climates there are a total of decoration colors in the store. Unlike Canadians, Anglo-Canadians get a sense of good things when cool-coloured decor appears in stores. The review shows good understanding.

Singh (2006) [10] conducted a literature review on color psychology in the business context,

highlighted the controversies and controversies surrounding color psychology and reviewed the impact of color on products. First of all, the history of color and how it can be seen is explained. Color is "light carried by wavelengths that are absorbed by the eye and converted by the brain into the colors we see." Secondly, the author explains that color affects health, culture, emotions, etc. examined its impact on Section and gender. Research has shown that different colors have different effects on human health, from red energizing the mind to blue being calm and relaxing. The author will next focus on business practices. Because of this Section Effects on Human Metabolism Studies have shown that red can increase appetite in restaurants, making red the color of choice in fast food restaurants. After further research on the effects of colors, it turned out that colors affect the success of time. In future research, color selection should be investigated, and content written before the product is produced, because choosing the wrong color may negatively affect the image and the company. Kaya (2004) [11] conducted a study on university students to examine the relationship between color and emotion. This sample included 98 students in a school who were asked to express their feelings about five primary colors, including green, purple, red, blue, and yellow; free; and explain their choices. Research shows that most of the best response is paid by primary colors, then midtowns, and finally achromatic colors. Green evokes good feelings such as comfort and relaxation, mostly because it reminds most of the participants of nature. The yellow-green color has the least positive outcome as it is associated with vomiting and causes feelings of nausea and dizziness. Brennan and Charbonneau (2005) [12] examined the effect of four different question marks, green, red, purple and blue, on the answers. A random survey of 1,600 New Zealand residents According to data from New Zealand Electoral Register, different color questions lead to different answers ranging from 60% to 71%. Overall, the color is good, mostly red. Westland and Shin (2015) [13] examined the relationship between consumers' color choice and how this choice affects consumers' color preference for personal care products. Digital images of objects are taken to create images in warm and cool tones. We developed an online survey, which 241 respondents from 17 different countries filled out. The relationship between color preferences and consumer product choice is complex, but when focusing on shade and selection of personal care products there is evidence that consumers select products based on their favorite colors. The result is very serious in all tested products. Motoki et al. (2019) [14] investigated the effects of visual and somatosensory communication (color and temperature) on the formation of attitudes and preferences towards emotional awareness. This Research results show new papers on color brightness and thermal feel.

Gender Differences in color

Found in Gollety and Guichard's (2011) [15] study evaluated the role and impact of color on children's preferences. The authors conducted the experiment with children aged 7 to 11 years. Research has also shown that there are differences in taste and color preferences between genders, with girls having more taste preferences and boys having more color preferences. Funk and Ndubisi (2006) [16] investigated the impact of color on consumer car choice and the impact of gender differences. To understand these effects, we conducted a field study with 196 consumers. The results showed that color preference, color behavior, color pattern and color preference are related to product choice. The results also show that color has a greater impact on choice compared to male consumers. The effect of selection based on color behavior is greater for female consumers than for male consumers, and the impact of selection based on color attractiveness is also greater for female consumers. Sliburyte and Skeryte (2014) [17] demonstrated through empirical research that color perception is only partially determined by the population. The main reason for this study is to examine color perception in various business decisions. Primary data was collected through an online survey. Customer responses from 16 closed and open-ended questions were obtained from a sample of 429 customers, including 169 women and 260 men. According to the results of this study, the colors preferred by consumers do not depend on education or age groups. However, the study found that color preference was determined by the gender of the participant. Women said they liked blue, green and white the most Color is of the utmost importance as men like red more than women. Consumers often choose certain colors to indicate bad associations. Blue and black are often associated with depression. Red represents fire and danger, yellow represents deception and lust, green represents jealousy, black represents death and white

represents cold.

Memory Associated with Colours

Siple and Springer (1983) [18] conducted a study to explain the accuracy of memory for color information. The results showed that memory and appreciation for the brightness and color of the test objects were accurate, but all subjects returned and wanted more of all the objects. Environmental changes do not occur the truth changes, which means that memory access to the colored object is independent of the aesthetic information and the image. Manav (2006) [19] examined the current beliefs about colors by focusing on the association of colors with emotions and the use of color as a communication tool to meet the needs of people living in the region. Respondents were of different ages a total of 50 samples were created by participating in this study from groups. Participants were asked to match the details in the list with the correct color samples in the color manufacturers' catalogue. The results revealed the success of green use and selection in the residential area. Changing brightness and saturation can cause your mood to change. Aslam (2006) [20] examined the meaning of color from a cross-sectoral perspective. The authors describe the role of color as marketing cues and their cultural and psychological attachment. Color preferences influence the interpretation of the meaning of a situation or product, and consumers' color preferences can predict their behavior. Research has shown that the meaning of some colors can transcend cultural boundaries, while the meaning of some colors can be limited to different regions. The use of certain colors has cultural characteristics, and it is important to understand the definition and impact of colors chosen in store before advertising a product or promotion investigated how color affects consumers. The authors found that to be successful with color, it is important to understand the psychology behind color. Product design, packaging, and customer experience all follow the same thinking model. Therefore, it is necessary to plan and predict how customers will react to the chosen color. The authors also suggest that it is important to identify color differences because color patterns are not permanent and can change over time. Thus, understanding the true economic science of colors is crucial. Kauppinen-Raïsaˆnen and Luomala (2010) [21] tried to understand the role that packaging color plays in customer interaction by examining the relationship between color content and products.

The author used the preference-difference interview technique to conduct an in-depth interview with 18 people. This article presents the benefits of packaging the support with color themes and products. Early scientists emphasized the importance of study. Kareklas et al. (2012) [22] examined black and white in selected items and emphasized the importance of automatically preferring white over black in advertisements. In a three-part study, the authors combined several correlation tests to measure automatic preferences for color, race, product, and advertising. The author proves that love is not automatic although most people choose black items, white is the estimate of preference; transparent and can be improved using automatic color preference measurements.

Beneke et al. (2015) [23] investigated the impact of packaging color on consumers' intention to purchase bottled water. The research design used for the purpose of this study is experimental. Data collected with the help of market research Technology to connect consumers with urban supermarkets. The results of the research show that although consumers do not like the colors, they prefer neutral colors because Objections to warm and cold colors on containers. This study may also prove that income has an impact on the preferred color of bottled water, with lower-income groups preferring to drink cold water. Participants in the upper income group prefer neutral colors with warm colors. Javed and Javed (2015) [24] investigated whether product packaging color affects consumer preferences and whether this relationship is true. Changed from time to time. This article examines the importance of color in influencing shoppers' preferences during a period of limited shopping. The research revealed that consumers' shopping preferences are based on color patterns rather than time constraints. Print time has been reported to be more important than management in the impact of colorful packaging on consumer preferences. Babolhavaeji et al. (2015) [25] describes how managers and packaging designers encounter problems and convey messages organization makes recommendations regarding product color. In order

to deliver the correct information content, it needs to create the right visual impact and find the right products of the competition. In this study, the authors review relevant research articles and explain the reasons behind color's role in attracting buyers. Roschke et al. (2017) reported a meta-analytic study of 66 studies and 135 effects on the atmospheric effects of color, smell and music on the market. Research has shown that an environment containing scents or music leads to greater satisfaction, satisfaction, and positive behavior than an environment containing scents or music. As can be seen, colors perceived as warm produce more energy than colors perceived as cold, which creates more emotions. Colors are more pleasing than warm colors. Nitse et al. (2004) [26] asked whether the effect of color would increase consumers' interest in Internet purchases by using computer-aided products that inconsistently and inaccurately incorporated color. As part of a preliminary analysis of consumer opinions, we conducted a small study of fashion items purchased online. This study shows that sales and customers are lost due to e-commerce sites dealing with products that do not reflect the true color of the product. Many customer complaints can result in additional logistics and customer service costs.

Hypothesis

Based on the aims of this study and the information obtained from the literature review, the following hypotheses were adopted:

H1: There is a significant difference in the color preferences of participants from different genders.

H2: Color affects consumers' purchasing decisions.

H3: Color has an effect on the back of the cap.

H4a: There is a significant difference between consumers' purchase intentions of warm colors and cold colors.

H4b: There is a significant difference in consumer demand for warm and neutral-colored products.

H4c: There is a significant difference between consumers' purchase intentions of colorless and cold-colored products

METHODS

Research Design

Primary and secondary data are gathered for this study using a descriptive research paradigm. Secondary data was collected online from various databases such as Emerald, Science Direct and Taylor & Francis using terms such as "color perception", "meaning of color", "color and behavior". Primary data was collected through a survey.

Sample Selection

An online survey was conducted, and surveys were sent to 250 non-probability convenience sample users. 225 out of 250 responded; the response rate was 90%, and these responses were used for further analysis.

Sources of Data

Use research to gather valuable information. Research questions that included closed-ended questions were informed by a review of the literature. To collect information free of charge survey software Google Forms was used. The survey's initial section had closed-ended questions with a 5-point Likert scale from strongly disagree to strongly agree. The next part of the survey uses digital images Two medium color images (white, black). Similar banner images in different colors are also available.

Tools used for the study

After completing the surveys and checking for missing data, the data were analyzed with the SPSS version 23.0 data analysis software package. Statistical tests used include percentages, medians, standard deviations, and analysis of variance as shown in Table 2.

DATA ANALYSIS

Demographic Details

When the data on the population problem was examined, it was seen that 56.4 percent of the population was female and 43.6 percent was male. Most respondents (67%) are between 20 and 30 years old. Soldiers or students, accounting for 47.6% and 39.6% respectively

Reliability

The Cronbach $\hat{\pm}$ value was recorded as 0.868, which is higher than the standard requirement of 0.7 and represents good reliability (Hair et al., 2010) [27].

Analysis of product colour preference

The survey participants' favorite color is blue (31%), and their favorite color is yellow (3%); 2015. The research also revealed that women prefer pink to men, and men prefer black women. Segmentation of product preferences by gender

Table 2. Descriptive Statistics

Statements	Mean	Std. Deviation
Colour Preferences	3.82	.91
Colour can improve comprehension		
Colour tends to make marketing materials (ads, promotions etc.) more readable than black and white	4.06	1.09
Colour helps to remember more easily for longer time	4.19	.97
A colour of a product provides pleasure to me	3.60	1.07
I relish seeing displays of products that are colourful	3.95	.99
Sometimes the colour of a product seems to reach out and seize me	3.76	1.03
When in an environment with cool colours (blue, green, purple), I have a feeling of calmness and relaxation	3.80	1.02
Presence of colours like red, yellow, orange creates an environment of warmth and energy	3.84	.94
I enjoy eating at a restaurant with cool colours (like blue, green or purple)	3.38	1.21
Colour of a product seeks my attention	3.83	1.02
Purchase Decision		
Colour is prime reason to buy a particular product	3.27	1.27
When the colour of a product appeals, I feel a strong urge to purchase it	3.75	1.13
When I see a new store or restaurant with striking colours, I usually enter it	3.40	1.10
Brand Recall		
Colour can increase ability to recognize brands	4.00	.97
Being able to differentiate between product/brand colours reduces		
search time	3.86	.98
Colour is a good way to distinguish one brand from another	3.64	1.13
When I see a new or different colour brand, I often pick it up to see		
what it is like	3.74	1.01
While buying an unfamiliar brand its colour helps me in making the		
decision	3.30	1.23

Source: Survey by authors

Analysis of Banner Colour Preference

The most popular banner color is red (24%), and the least preferred color is yellow (4%). Studies

have shown that women prefer warm colors (red, pink, orange), while women prefer cold colors. (Green, blue) is popular with men. Segmentation of banner color preferences by gender as shown in Table 3.

Table 3. Independent Samples t-Test.

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Choice of Product	Equal variances assumed	2.432	.120	2.619	223	.009
	Equal variances not assumed			2.589	198.803	.010
Choice of banner for a retail outlet	Equal variances assumed	.038	.845	1.836	223	.050
	Equal variances not assumed			1.834	208.108	.050

Source: Survey by author

Influence of Colour on Consumer's Purchase Decision and Brand Recall

Pearson correlation coefficient was used to check whether there was a relationship between color preference, purchasing decision and brand recall. It was determined that there was a positive relationship between all three variables. Since there was a significant relationship, regression analysis was performed to find out the effect of color on purchasing decisions. The results show that color has a significant impact on the purchase decision ($\hat{I}^2 = .587$, $t = 10.836$, $p < .001$) and accounts for 34.5% of the variation in the goods purchase decision. Similar results were found in previous studies, where environmental color had a greater impact on purchasing decisions. Intention to choose blue instead of red in stores (Bellizzi and Hite, 1992). Labrecque and Milne (2012) found that product perception is affected by the color box affects purchasing decisions. Another study found that in the case of fashion accessories, color is used as a choice when deciding to purchase a product and as a factor of satisfaction after receiving the product (Nitse et al., 2004). The study's items contribute to previous researchers' results on the impact of color on purchasing decisions. Therefore, H2 hypothesis is accepted. There was a significant effect of type on recall ($\hat{I}^2 = 0.669$, $t = 13.451$, $p < 0.001$), with color predicting 44.8% of the variance in name recall. When purchasing an unknown name, its color can help you decide. For example, red is associated with Coca-Cola, blue with Facebook, red with Barbie, purple with Cadbury, green with 7-Up, red and white with Airtel. These results are consistent with previous research showing that color facilitates memory (Percy and Rossiter, 1983; Tavassoli and Han, 2002) [28,29]. Therefore, H3 hypothesis is accepted.

Influence of Different Colours on Consumer's Purchase Intention

Analysis of variance was applied to consumer preferences as shown in Table 4 for different color categories (warm, cool and neutral) Table 5 shows that the statistical test at 5% of significance is 4.202 with a p value of 0.016. Therefore, it is concluded that it exists. There are different opinions about purchasing a brand among consumers of different skin tones. Therefore, hypotheses H4a, H4b are accepted, hypothesis H4c is rejected. Although there is no significant difference between purchases in warm and neutral tones among the purchases for medium and cold tones. This may be due to the large difference in wavelengths; this creates a difference between warm and cool colors and warm and neutral colors as shown in Table 6. On the other hand, the difference between a neutral color and a cold color is smaller, which will not make a significant difference in the purchase of the two colors.

Table 4. Correlations.

	Purchase Decision	Colour Preference	Brand Recall
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Purchase Decision	Pearson Correlation	1	.587**	.541**
	Sig. (2-tailed)		.000	.000
	N	225	225	225
Colour Preference	Pearson Correlation	.587**	1	.669**
	Sig. (2-tailed)	.000		.000
	N	225	225	225
Brand Recall	Pearson Correlation	.541**	.669**	1
	Sig. (2-tailed)	.000	.000	
	N	225	225	225

** . Correlation is significant at the 0.01 level (2-tailed). Source: Survey by author

Table 5. ANOVA Purchase Intention for different colours.

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	4.967	2	2.483	4.202	.016
Within Groups	131.193	131.193	591		
Total	136.160	222			
		224			

Table 6. Multiple Comparisons

					95% Confidence Interval	
(I) Colour	(J) Colour	Mean Difference (I-J)	Std. Erro	Sig	Lower Bound	Upper Bound
Neutral	Cool	.06348	.11648	.586	-.1661	.2930
	Warm	-.39954	.17377	.022	-.7420	-.0571
Cool	Neutral	-.06348	.11648	.586	-.2930	.1661
	Warm	.46302*	.15995	.004	-.7782	-.1478
Warm	Neutral	.39954*	.17377	.022	.0571	.7420
	Cool	.46302*	.15995	.004	.1478	.7782

RESULT AND DISCUSSION

Current findings suggest that color plays an important role in consumer product selection. This fact has also been found in previous studies that the color of products, advertising materials or retail environment affects consumers. Character goes largely. From this study, it was determined that the most favorite color of men and women is blue and the most favorite color is yellow. The results for banner selection (creative) are the same; blue is the most popular (although red is a close choice) and yellow is the most popular. These differences may be due to: In two-color different objects, warm colors are used to create a stimulating effect and cold colors to create a calming effect (Grossman and Wisenblit, 1999). Another factor that affects color relationships is the situation or environment, e.g. 1956 Kreitler finds that people dislike the color yellow because it is associated with the yellow badges worn by the Nazis. However, when the experiment was repeated with the next generation in the 1960s, people reported a preference for the color yellow. Because it indicates rebirth (Kreitler and Kreitler, 1972) [30]. Additionally, t-test was used to analyze the selection of the two genders, and the results showed a significant difference. Therefore, there is a significant difference in the H1 hypothesis. Participants color according to their gender. The results also show that color influences consumers' purchasing decisions and decisions to return products; therefore, both hypotheses H2 and H3 indicate that color plays an important role in influencing customer purchasing decisions and product returns. This is also explained by the associations that consumers make with colors based on prior experiences. The next important finding concerns the impact of different colors on consumer needs. Customers of different color groups have varied buying motivations, according to research. Although it was not a significant

difference, it turned out that there was a significant difference in the purchase of warm and cool colors and in the purchase of warm and neutral colors. There's a difference between shopping for neutral and cool colors. Therefore, hypotheses H4a, H4b are accepted, hypothesis H4c is rejected. This may be due to the similar content of cold and neutral colors; being perceived as both cold and neutral may also contribute to this relationship.

Managerial Implications

This research has several implications for marketers. First of all, marketers should consider the color of the packaging, the color of the product, and all colors associated with the product in advertising as part of product quality. Now Research shows that as good data collection techniques are developed, information about consumers' personal color preferences can help modify products and therefore increase sales growth. Finally, using different colors can help distinguish shelves better, but only if the colors match the products.

CONCLUSION

Despite the abundance of color literature, color theory in business has not yet advanced. There are many studies showing the meaning and relationship of color. These studies mostly focus on the following topics: The meaning of the symbol and the connotation of the color in many cultures, but what is really needed is individual understanding as well as understanding of the meaning of the color, which is an important part of the logo, packaging, services, products and products. Differences in favorite colors. Color use varies between genders, and the effect of color characteristics and attractiveness on choice is higher for female consumers than for male consumers. The study also found some differences in consumers' color preferences; although blue was the most popular color in general, women preferred pink and men preferred blue. These results can be attributed to the following facts Women prefer color transitions to longer wavelengths (warm colors) compared to men. Therefore, the first hypothesis is also accepted. This study continued by using correlation and regression analysis to determine whether color affects consumers' decisions about products, thus obtaining a second opinion. It is one of the most important factors in creating and managing marketing image, brand and product differentiation and consumer perception. Color indicates the material. For example, the color of food influences consumers' ability to accurately identify flavor, and other areas of flavor information, including taste and labeling, are also controlled in this way. This means that changing the color of the food will affect the consumer's preferences. Color helps the consumer enjoy the advertisement. A study found that there was a positive relationship between print product and color and the product and type of newspaper, as well as differences in color use. Another important finding of this study is that color is associated with the memory of the species. Therefore, the third hypothesis is accepted. While Gatorade, Apple and M&Ms used these brands to restore the properties of color by offering new colored products, Pepsi-Cola tried to create a brand new color by choosing blue. Lastly, it has been established that customers' preferences for warm, cold, and cool colors varies significantly. There are warm and neutral colors, but there is no significant difference in purchasing between neutral and cool colors. As a result, the fourth hypothesis was partially accepted, just as the first two.

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