

MARKETING IN COLORS

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Abstract

The colors, in their various combinations, can transmit messages that determine us to purchase or reject products. Most often, the messages sent by the colors of the products or packaging influences our choice of products. Consumer behavior in choosing products by their color is different depending on the culture, religion, consumption habits, mood, fashion or age. In marketing it is important to know all aspects concerning to colors and their combinations so that the color will be invisible seller of the product. This paper attempts to provide both consumer preferences for certain colors of products and packaging and how these colors affect buying behavior.

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1. Introduction

Color is a marketing tool. The colors and their different combinations can convey different messages to buyers. These most often, convey a certain mood or emotional state. Shopping habits are influenced by colors. Marketers carefully choose the colors and combinations of them to meet the preferences of as many types of consumers. From food to clothing and decoration, the color has great significance because it has a strong emotional impact. Through color of clothing, consumers reveal their personality.

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In addition to generating emotional level associations, colors can help strengthen brand identity. Large companies retain the same colors for years because it is scientifically proven that the association with certain colors contributes greatly to the recognition and memory of various names of companies, shops, etc. (Coca Cola, Pepsi, Vodafone, Orange, ING Bank, Facebook, Starbucks, McDonald's, Milka and so on.).

2. Misleading effect of colors

Sometimes colors can have misleading effect on consumers, effect that is speculated by the manufacturers. A white object appears larger than another identical object but of different color. Carmakers take advantage of this fact, white cars giving the impression of comfort, greater space, safe. Red color in automotive industry gives the feeling of adventure, speed, youth, sports models often having this color. However, metallic gray models, tinged by the consumer because it hides dirt better are the most popular on the market among common buyers.

Red drinks or drinks that are served in red glasses seems warmer, while in green glasses are preferred served in summer because they give the impression of coolness.

Voluptuous people prefer black or dark clothing to give the feeling of thinning. White and pastel colors are preferred by thin people.

The colors purple, gold, silver, black, are associated with luxury products, refinement, for which we can determine to pay more to purchase products with these colors or combinations of these. A simple black and gold packaging can inspire a feeling of luxury, even if the product itself, is cheap.

3. Age and colors

Children are a significant segment of consumers, given that participate with their parents on shopping, influence often the size and structure of purchase, their goods having a high share in the total volume of trading activities. Influenced by bright colors; red, yellow, orange, green, and blue light are the colors that appeal specifically. Toys, clothing, food for children have to be intensely colored and placed in their visible spectrum.

Adolescents are an important group of buyers, especially that they done autonomously, some shopping. They prefer products with which emphasize their personality. The colors in trend are solicited by them. Fashion mark their purchasing behavior. Even if they have preferences for

certain colors, as long as the other color is in vogue in the season, it will avoid wearing even if they do not agree. They even wear shades of solid colors, garish, to attract attention and to be noticed.

Adults, mature people, representing the largest category of consumers decide for themselves in all circumstances knowingly, have a constant behavior, differentiated and stable tastes and preferences, experience of consumption. Not wanting to stand out too much, which is why they choose age-appropriate colors, time and place.

Older people have specific behavioral characteristics: strong attachment to existing products on the market long ago, a certain resistance to new ideas and change. Favorite colors are neutral colors, autumn colors or pastels. The tones of gray, brown, black and white are their favorite. Avoid bright colors.

4. Religion and colors

Religion of peoples decisively its mark on purchase behavior and consumption of products.

Christianity has over 1.8 billion followers worldwide, the most significant groups are Orthodox, Catholics and Protestants. The most important holiday is Christmas when there is giving gifts. The predominant colors of the products offered by Christmas are green and red, gold, silver and white. Even if it's Nativity, not crucifixion, red symbolizes the blood of Jesus first, like in Easter. In addition, the color red is associated with unconditional love, energy and joy of this holiday. Red is the color of fire, carrying heat in her. Green has become the traditional Christmas color because the tree that is the symbol of eternal life, and other plants used to decorate the house in winter to cheer up the atmosphere. In addition, the green is a relaxing color that symbolizes nature and fertility. Associated green to red on Christmas is a form of balance; it express the hopes of forgiveness of sins through Jesus' sacrifice. The golden symbolizes the sun and light, so necessary in winter, and with red, gold give a touch of warmth. The Golden also symbolizes wealth and gold was one of the gifts received by Jesus on his birth from the 3 wise men. In addition, it is also associated with guiding star. Including golden in Christmas color palette is a sign of courage, of confidence and is said that it protect the health of everyone in the house. Like gold, silver symbolizes wealth, but it is a cool color. It is used for Christmas because it represents the words of God in the Christian religion, and clarity, vision and brilliance too. Color of Moon, silver has a calm effect, nurturing family patience and perseverance. White is

often associated with purity, peace and rebirth, but the motivation of a white of story Christmas is snow.

For Valentine, red is the predominant color. In Christianity, black is the color of mourning, and white symbolized purity, innocence. Newly baptized Christians wearing white robes. White dresses have brides, and hospitals, doctors wear white.

Black is the color of mourning, sorrow, misfortune.

Islam, stretching from the west coast of Africa to the Philippines over the area comprising Tanzania, Central Asia, western China, India and Malaysia, has over one billion adherents and was started by Prophet Muhammad. Islam is a minority religion in many parts of the world including Europe.

The color green has a special place in Islam and is often used to represent it among other world religions. Green can be seen in mosques and other important places, and on the flag of Saudi Arabia. About the color, is said to have been the favorite color of the Prophet Muhammad, who was wearing a green robe and a turban while symbolizing vegetation and life (power in dry desert). It seems that this color, after the death of Muhammad, may be worn only on turbans.

White and black have also a symbolism in Islam. White, the second color associated with Islam, symbolize purity and peace, and many Muslims wearing white clothes when participating in Friday prayers or while performing specific rituals sacred pilgrimage. Deceased Muslims are usually wrapped in white as a simple white cloth is less expensive, and it is forbidden for Muslims to spend large sums of money on funerals.

The blue color means protection, so many mosques are beautifully decorated with turquoise blue, blue tiles and blue paint.

Although red is often joined Islam has no religious significance. Red appeared on many Muslim fighting flags .

For Muslims, black is damnation color, and the abandonment of the vanity of the world color too. Black means for Muslims amount of colors, symbol of the divine light.

Hinduism has 750 million followers in India, Nepal, Malaysia, Guyana, Suriname and Sri Lanka. In this religion, the colors plays a very important, with profound implications on consumer behavior.

Red indicates sensuality and purity. It is the color most often used in various occasions such as marriage, birth, festivals. In marriage, women wear red dresses, is the color that symbolizes purity, protection, destruction of evil, is the symbol of the warrior. Even on death, women are clothed in red.

Orange is a sacred color to Hindus. It represents fire, purity, ambition.

Green is a festive color. It is the life and happiness for which widows are not allowed to wear green. Also symbolizes peace and mental health, nature.

Yellow is the color of knowledge and learning. It symbolizes happiness, peace, meditation, power, mental development. Youth wearing yellow clothes, in order to attract the right partner and to keep away evil spirits.

White is a mixture of seven different colors, getting a bit of symbolism of each. It represents purity, cleanliness, peace. It is also the color of mourning.

The blue color symbolizes the maximum time the creator of nature: the sky, the oceans, rivers and lakes. It symbolizes protection, ward off evil.

Buddhism's influence is in Asia from Sri Lanka to Japan, with over 334 million adherents. The emphasis is on spiritual accomplishments and less on the material. Confucianism has 150 million followers in Asia, especially in China and is defined more as a code of conduct and not a religion. It is found in Japan, South Korea, Singapore and China. Both religions have a similar color symbolism.

Red is a sacred color, life-giving. The combination of red and green symbolizes longevity. Yellow is the color of the earth, the sun, the thirst for knows. Blue is the color of wisdom, learning, truth, modesty, is also a color that brings misfortune, for which it is used in packaging and accessories gifts.

White is the color of mourning, old age and autumn of adversity. Black is the traditional color for boys.

5. Color symbolism and marketing activities

The colors express feelings, emotions, countries, traditions, brands, habits etc. Understanding the meaning of colors in different countries of the world is very important, the products can be rejected by consumers when it is not well known. Large companies target their marketing activities towards a better understanding of the symbolism of colors when acting in the international market.

The use of color in marketing helps sell products, brand recognition easily in influencing purchase behavior and consumption.

Red is the color that the eye perceives fastest. It is recognized as having a stimulating action, stimulating, energizing. Has the capacity to draw attention to removing the product out. Red also symbolizes the warmth, passion, fire, enthusiasm and aggression. It is the color that is used often to express love for someone, passion; most gifts given on Valentine's Day are

red. Meanwhile, red and orange makes you eat quickly and leave quickly so that most fast food restaurants use these colors. The red color is used in shops that selling meat products to give them a more intense fresher.

In Japan red symbolizes divinity, luck and wealth; in China, protection in India is the color of joy, life and energy. Islamic, Hindu and Chinese brides are dressed in red in traditionally.

Although many companies use this color, experts say that can remove customers too.

Intense **yellow** color is quite tiring for the eyes, stimulates metabolism. In China is the color of king in India color of farmers in Greece and in France jealousy. In Occident sadness is associated with cowardice, while in Japan the color of the brave. Egypt is the color of mourning, and in Saudi Arabia it is associated with reliability and strength.

It is a color that illuminates; the interiors are often painted yellow to give the impression of light and heat. It is a color often used in advertising, for taxis, in various sports. For some yellow has also a negative connotation, being a color of disease, suffering and cowardice, decadence, duplicity, avarice, deceit.

Gold is the color used to inspire prestige, wealth, luxury, sparkle, expensive items. It is the color of spiritual perfection, holiness. Advertisements for expensive products are full use of this color.

Orange is the color associated with fruit whose name it bears. It symbolizes autumn, fire, earth, honesty. Orange is most often associated with appetite. It is the color associated with the right price and is therefore used in stores that offer good prices. He makes expensive products seem easy. Orange promotes procurement instinctive impulse. Breathe safety and balance. Orange is the color most commonly used by Americans during Halloween.

Green is the color used to attract the environmentalist customers, the color of nature and hope. It is still rarely used in industry, excluding water and canned food.

Green packaging want to convey that the products contain are healthy for the body and the environment. It is mainly used for food packaging containing more chlorophyll.

It's color of pharmacies and art stores. From the medical point of view is the most restful color for the eye, favoring nervous disconnection.

Green, in general, is associated with protection and safety. In Iran is a sacred color symbolizing paradise, emblematic color of Ireland, in Japan is the

color of eternal life, in China jade stones represent virtue and beauty, in Portugal is the color of hope, in Scotland is the color of honor, to Muslim is sacred color. In Malaysia is associated with the disease and in Egypt is national color, that why it should not be used for packaging. It is used in the packaging of cleaning products, detergents, giving the impression of aseptic products.

Blue is a soothing color, the color of the intellectual. It is the color most often considered a symbol of spirituality. In China is a symbol of death, in Iran is paradise color, spirituality, and immortality, is holiness color in Israel, in Occident color of depression, sadness, conservatism, and the Middle East color protection. In Mexico is the color of mourning and in Greece blue color is used to ward off evil spirits.

The blue color suggests confidence, security, calm, responsibility for which is often used by websites of banks and large state companies or public institutions. Blue is generally associated cleaning that's why household products will be valued by this color. European men's favorite color, cool color that symbolizes overcome any worries, trust and loyalty (police uniforms are blue) . Business suits are often navy because it implies loyalty, clothing for interviews too. The blue makes us loyal customers.

Pairing blue with food is very rare, and most attention when we do it, because it reduces appetite and creates repulsion. This rarely happens because natural food is not blue. Most often, if so, then it is toxic or is altered.

But color is recommended for writing on advertising products, as when reading a text blue, people retain more information.

Violet is the color of royalty, creativity, wisdom and dignity. It suggests luxury, wealth and sophistication. It is the color of passion, romance and emotions. It is the color linked to the paranormal, but also the color of suffering. It has a stimulating effect, unsettling and discouraging, giving the sensation of gravity.

In Thailand is the color worn by widows, the color of mourning in Brazil, in Japan the color purple signifies wealth and social position, virtue and faith in Egypt, the color of the future in Iran.

Grey is the color specified bankers, financiers and those in the insurance, the color that suggests financial support and strength.

White is the color of purity, honesty, innocence, peace and cleanliness. Doctors wearing white coats, western brides traditionally wear white dress, clothes of Catholic priests, the Pope is white. In China and some

parts of Africa, white is the color of mourning, of old age, the white flag is the universal symbol for truce. White reflects light but gives a feeling of coolness. Therefore it is preferred color in torrid zone.

Black is the symbol of elegance, power, prestige class. It is the color that inspires the most sense of masculinity and power. Black is used for stylish clothes, accessories, luxury, means wealth, sophistication, sophisticated tastes, mystery, authority, dignity, power, and threatening punishment prohibition. It is the color associated with demons, witches, is symbol of death in Western countries

In China black is traditional color for boys, in the West is associated with funerals, death, mourning color.

6. Failures of colors in marketing

Normally the colors and their symbolism are studied in detail in order to have as much success with the products the various markets where they are commercialized. Sometimes, though, the desire to come up with something new to surprise customers and overcome competition, products are assigned in other colors than those with which customers are accustomed. Often, the new colors are accepted and are successfully on market those products commercialized; appropriate color pink Vanish stain removal product, garnet for phone manufacturers and households, etc.. However, there are some cases where the color change caused consumers to reject the product.

- The case of Pepsi Blu, blue carbonated drink introduced in the Romanian market by Pepsi company.
- Yogurt from Nestlé LC1 in silver packaging, designed to compete Bio yogurt from Danone - consumers have assimilated a drug.
- Green ketchup Tommy was also a failure of the company producing because consumers associate with tomato ketchup red, green feeling unnatural..

7. Conclusions

Color is an essential tool of marketing, having a great impact on consumers. As much we work to shape product design, taste, flavor or smell, color is one that leaves its mark decisively on the behavior of acceptance and purchase of products. Choosing the color of the products is determined by several factors gets its great age, gender, culture, religion, symbolism, fashion, consumer behavior etc..

The colors and color combinations send different messages, a certain state of mind or emotions buyers. The color reinforces advertisement.

Many companies choose a color or combination of colors for their brand to be more easily recognized by consumers.

Color is associated not infrequently with product quality. There are cases where, although the product is a cheap, packaged in a stylish colored package (combination of black and gold, black and purple and so on) can be sold more expensive.

Colors have general meanings, because perceptions vary according to culture and religion. In the West, white is the color of purity, sincerity, in the East is the color of mourning. The packaging of cleaning products and anti-bacterial products are typically colored green, blue, white or combinations thereof. In Muslim countries green is the color of divinity, then package these products have changed to another color. Chocolate packaging are in shades of brown, black and blue (for milk chocolate) or green (chocolate hazelnut), but we can meet the color purple or yellow.

When consumers are accustomed to associate a particular color of a product and the manufacturer changes the color, it may be that the product had failed in the market (where the green ketchup and the carbonated drink Pepsi Blu).

So the colors sell the product, colors draw attention to the product, the colors are those that influence our choice of products.

8. References

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