

THE ROLE OF COLOUR IN INFLUENCING CONSUMER BUYING BEHAVIOUR- AN EMPIRICAL STUDY

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Abstract

The use of Colours as a tool to attract the attention of consumers has been a well-established practice in the field of marketing for a considerable period of time. It is widely recognized that Colour has a significant impact on consumer decision-making, and it can evoke emotions, create associations, and impact brand perception. This is because Colour plays a critical role in creating an impactful first impression and can quickly capture the attention of potential customers. As such, companies have been leveraging the power of Colour to influence consumer behavior and drive sales. By understanding the psychological effects of different Colours, marketers can create products and packaging that resonate with their target audience and drive engagement. This paper delves into the role of Colour in influencing consumer buying behavior, exploring how different Colours are associated with different emotions, how they impact brand perception, and how they can be effectively used in marketing strategies to drive sales. The sample size of the study was 197 respondents. The data analysis was performed with the help of t-test and mean.

Keyword- Role of colour, colour impact on buying, Consumer buying

Introduction

The role of Colour in consumer behaviour is undeniable. From the packaging of products to store design, Colour has a significant impact on the emotions and preferences of consumers, ultimately affecting their purchasing decisions. In today's competitive marketing world, it is crucial for businesses to understand the influence of Colour and how it can be used to attract attention, evoke emotions, and create brand recognition.

Marketers must carefully choose the Colours used to represent their brand and products, as the wrong Colour choice can negatively impact consumer perception. Different Colours can evoke different emotions and meanings, and this can greatly influence a person's perception of a product. For example, red is often associated with passion, excitement, and energy, and is frequently used by brands to grab attention and create a sense of urgency. In contrast, blue is often associated with trust, calmness, and reliability, and is commonly used by brands to create a sense of security and trustworthiness.

Kumar (2017) found that Colour can also affect a person's emotions in various ways. Warm Colours such as red, orange, and yellow can evoke feelings of excitement, energy, and warmth. Conversely, cool Colours such as blue, green, and purple can evoke feelings of calmness, tranquility, and trust. Marketers often use these emotions to their advantage by selecting Colours that align with the brand image and the products being sold. For example, a fast-food chain might use warm colours to promote feelings of excitement and energy, while a luxury spa might use cool Colours to promote feelings of tranquillity and relaxation.

Moreover, colour can influence the perceived value of a product. Research has shown that people tend to associate darker colours with luxury, while lighter colours are often associated with lower-cost products. Agyeman (2013) explored Marketers can use this knowledge to their advantage by selecting colours that align with the desired price point of their products. For example, a high-end luxury brand might use darker colours such as black and navy to convey a sense of sophistication and luxury, while a budget-friendly brand might use lighter colours such as white and beige to convey a sense of affordability and value.

Literature Review

The significance of Colour in the realm of marketing and branding cannot be overstated. Its impact on consumer behavior has been well documented through numerous studies, showing that Colour has the power to evoke emotions, alter moods, and shape perceptions, all of which can play a pivotal role in determining purchasing decisions. For years, businesses have utilized the strategic use of Colour to lure and retain customers, recognizing it as a key component in their success.

Rathee and Rajain (2019) found that Colour is used in marketing and branding has a direct impact on consumer perception and buying behavior. Research has shown that Colour can greatly influence a consumer's perception of quality, price, and value. Certain Colours, such as black and blue, are often associated with higher quality, while others such as brown and beige are associated with lower quality. This is important information for brands to consider when developing their marketing and branding strategies, as the Colours they choose can have a significant impact on how their products are perceived by consumers.

Rambabu and Porika (2020) explored similarly, Colour can also affect a consumer's perception of price. For example, Colours such as gold and silver are often associated with higher prices, while Colours like white and green are associated with lower prices.

Popa et al. (2013) found that by selecting Colours that align with the perceived value of their products, brands can create a marketing strategy that effectively communicates the quality and value of their products to consumers. It is also important to consider that the impact of Colour on consumer behavior can vary based on cultural differences and personal preferences. Therefore, brands need to consider the cultural context and target audience when selecting Colours for their brand.

Dash (2018) explored and found that the emotional and psychological impact of Colour, brands can create a marketing strategy that effectively connects with consumers and drives purchasing behavior. Colour has a significant impact on consumer behavior, and it can vary based on the product category. Colour can evoke emotions and influence consumer perceptions, which in turn can affect purchasing decisions. Brands need to carefully consider the emotional and psychological impact of Colour when developing their marketing and branding strategies. One area where Colour can play a significant role is in the fashion industry.

Yu et al. (2018) investigated and found that consumers tend to prefer bright, bold Colours for summer clothing and more muted, neutral Colours for winter clothing. This preference is likely due to the association of bright Colours with warmth and sunny weather, and the association of muted Colours with comfort and coziness during the cooler months.

Ozkul et al. (2019) explored that brands in the fashion industry can use this information to their advantage by selecting Colours that align with consumer preferences for a particular season or product category. Another industry where Colour plays a crucial role is in food packaging. The Colour of food packaging can impact consumers' perceptions of the taste and quality of the food inside. For example, research has shown that consumers associate the Colour red with sweet and juicy flavors, while green is associated with fresh and healthy food.

Spence and Velasco (2019) investigated that brands in the food industry can use these associations to their advantage by selecting Colours that align with consumers' perceptions of the taste and quality of their products. Colour can also impact consumer perceptions of a brand. Research has shown that certain Colours can evoke certain emotions and influence consumer perceptions of a brand. For example, blue is often associated with trust and security, while green is associated with health and sustainability.

Broeder & Scherp, (2018) found that brands can use these associations to their advantage by selecting Colours that align with their brand values and the emotions they want to evoke in consumers. Colour plays a crucial role in product discovery and differentiation. It is one of the first things that consumers notice about a product, and it can impact their initial perception and likelihood of considering it further. Brands can use Colour to their advantage by selecting a Colour scheme that helps their products stand out on shelves and in digital spaces. For example, brands in the fashion industry can use Colour to differentiate their products from competitors. By selecting a unique and eye-catching Colour scheme, a brand can make their products more

noticeable and memorable to consumers. This can help increase the likelihood of consumers considering their products over those of competitors. Colour can also impact consumer perception of a brand's product offerings. For example, brands that offer eco-friendly and sustainable products may choose to use green in their Colour scheme to align with their brand values and the emotions they want to evoke in consumers. This can help consumers identify and differentiate these products from others, and can increase their likelihood of considering and purchasing them. It is also important to note that the impact of Colour on product discovery and differentiation can vary based on cultural differences and personal preferences. Brands need to consider the cultural context and target audience when selecting Colours for their brand and products. By conducting market research and understanding the impact of Colour on their target audience, brands can create a Colour scheme that effectively differentiates their products and connects with consumers. Red is a bold and powerful Colour that can evoke strong emotions and create a sense of urgency. In marketing and branding, red is often used to grab attention and convey a sense of excitement and energy. For example, red can be used in product packaging and advertising to draw attention to a particular product or offer. It is also commonly used in sales and clearance promotions to create a sense of urgency and encourage customers to make a purchase.

Kauppinen-Räsänen, (2014) revealed that Red can also impact consumer perception of a brand or product. Research has shown that red can increase the perceived level of excitement, energy, and passion associated with a product. It can also increase appetite, making it a popular choice for food packaging and advertising. However, it is important to note that the impact of red on consumer behavior can vary based on cultural differences and personal preferences. In some cultures, red may be associated with positive qualities such as love, passion, and excitement, while in others it may be associated with negative qualities such as anger, aggression, and danger. Brands need to consider these cultural differences when using red in their marketing and branding efforts.

Lichtlé, M. C. (2007). revealed that each of these Colours has its own unique impact on consumer behavior and can be used in different ways to achieve various marketing and branding goals. Yellow is a cheerful and attention-grabbing Colour that is often used in advertising to grab attention and create a sense of happiness and optimism. It can also be used to evoke feelings of caution and warn consumers of potential danger. Orange is a warm and energetic Colour that is often used to create a sense of excitement and enthusiasm. It can be used in product packaging to draw attention and differentiate products from competitors. Blue is a calming and trustworthy Colour that is often used to evoke feelings of calmness, stability, and reliability. Brands that want to convey these qualities, such as financial institutions and health care providers, often use blue in their branding and marketing efforts. Green is a soothing and natural Colour that is often used to evoke feelings of growth, renewal, and harmony with nature.

Batra, (2016) found that brands that offer eco-friendly and sustainable products often use green in their branding and marketing to align with their brand values and connect with consumers who care about the environment. Purple is a luxurious and sophisticated Colour that is often

used to evoke feelings of wealth, luxury, and elegance. Brands that offer high-end products and services, such as jewellery and beauty products, often use purple in their branding and marketing efforts. Pink is a playful and feminine Colour that is often used to evoke feelings of playfulness, innocence, and romance. Brands that target women and young girls often use pink in their branding and marketing efforts. Black is a sleek and sophisticated Colour that is often used to evoke feelings of sophistication, power, and luxury.

Westerman, Sutherland, Gardner, Metcalfe, Nash, Palframan, & Woodburn, (2012). found that Brands that offer high-end products and services, such as fashion and technology, often use black in their branding and marketing efforts. White is a pure and clean Colour that is often used to evoke feelings of cleanliness, simplicity, and purity. Brands that offer products and services related to health and wellness often use white in their branding and marketing efforts. Gray is a neutral Colour that is often used to evoke feelings of stability, balance, and professionalism. Brands that want to convey these qualities, such as corporate brands and technology companies, often use gray in their branding and marketing efforts.

Objectives

1. To know the role played by Colours in influencing Consumer Buying Behaviour
2. To know how different colours impact buying behaviour of consumers.

Methodology

Nature of study is empirical. 197 participants were included in study. Questionnaire was structured in nature to collect data. To ascertain result of Mean and t-test applied. Method of sampling was convenience sampling.

Demographic Result

Table 1 displays gender of participants, male are 52.79%, and female are 47.21%. Age of participants is, 23 to 26 years are 30.96%, 26 to 30 years are 36.55%, and Above 30 years are 32.49%. With regards to Industry type, Apparel / Clothing is 20.81%, Food / Grocery Industry is 28.93%, Home Decor / Electronics is 19.79%, and other is 30.47%. Looking at Income level, Lower income group is 26.90%, Middle income group is 38.07%, and High income group is 35.03%.

Table1. Demographic Details of participants

Variable	No. of participants	%
Gender		
Males	104	52.79%
Females	93	47.21%

Total	197	100 %
Age		
23 - 26 years	61	30.96%
26 – 30 years	72	36.55%
Above 30 years	64	32.49%
Total	197	100 %
Industry Type		
Apparel / Clothing	41	20.81%
Food / Grocery Industry	57	28.93%
Home Decor / Electronics	39	19.79%
Others	60	30.47%
Total	197	100 %
Income Level		
Lower income group	53	26.90%
Middle income group	75	38.07%
High income group	69	35.03%
Total	197	100 %

Table2. Role of Colour influencing Consumer Buying Behaviour

Sr. No.	Statement of Survey	Mean Values	T-Values	Significance.
1.	Attractive colours create impactful impression and capture consumer's attention	4.23	17.567	0.000
2.	By understanding psychological effects of colours, marketers can create products and packaging to attract consumers	4.13	16.242	0.000

3.	Colours have the power to evoke emotions, and shape perception of consumers	4.31	19.128	0.000
4.	Colour of product also impact perception of consumer towards its price	4.10	15.738	0.000
5.	Colour of food product impact consumer behaviour towards its taste and quality	4.00	14.542	0.000
6.	Fashion industry can use colour to differentiate their product from competitor's product	4.07	15.298	0.000
7.	Impact of colour on consumer behaviour can vary based on cultural differences and personal preference	3.19	2.742	0.003
8.	Pink is a feminine colour and can attract women feeling of innocence and romance	4.09	15.801	0.000
9.	White colour gives feeling of cleanliness, purity and simplicity	3.23	3.294	0.001
10.	While selecting colour of product brands must consider cultural, historical, and emotional association of their customers	4.01	14.718	0.000

Table 2 shows mean values of the “Role of Colour influencing Consumer Buying Behaviour” the first statements of T-test is Attractive colours create impactful impression and capture consumer’s attention (mean 4.23), By understanding psychological effects of colours, marketers can create products and packaging to attract consumers (mean 4.13), Colours have the power to evoke emotions, and shape perception of consumers (mean 4.31), Colour of product also impact perception of consumer towards its price (mean 4.10). Colour of food product impact consumer behaviour towards its taste and quality (4.00), Fashion industry can use colour to differentiate their product from competitor’s product (mean 4.07), Impact of colour on consumer behaviour can vary based on cultural differences and personal preference (mean 3.19), Pink is a feminine colour and can attract women feeling of innocence and romance (mean 4.09), White colour gives feeling of cleanliness, purity and simplicity (mean 3.23), While selecting colour of product brands must consider cultural, historical, and emotional association of their customers (mean 4.01). T-value of survey statements with regards to Role

of Colour influencing Consumer Buying Behaviour are significant as t-value of statement is positively significant as the value is less than 0.05.

Conclusion

The role of Colour in influencing consumer buying behavior is significant and cannot be overlooked. Colour has the power to evoke emotions, shape perceptions, and impact purchasing decisions. Brands that understand the impact of Colour on their target audience and use it effectively in their marketing and branding efforts can achieve a competitive advantage and differentiate themselves from their competitors. When selecting Colours for their branding and marketing efforts, it is important for brands to consider the cultural, historical, and emotional associations of each Colour and choose Colours that align with their brand values and evoke the emotions they want to evoke in consumers. Ultimately, the impact of Colour on consumer behavior is complex and multifaceted, and brands must consider multiple factors when selecting Colours for their branding and marketing efforts. T-value of every statement in the context of Role of Colour influencing Consumer Buying Behaviour is significant because t-value statements are found to be positive and significance value also less than 0.05.

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