



Application of Colors to Attract Customers in Market

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ABSTRACT

Colors are one of the most important factors that influence our perceptions. Their impact is visible in every part of our daily lives, influencing our interactions with other individuals and with inanimate objects. Colors are one of the most important elements in customer and consumer contexts. Similar products are sold often in different colors or with different packaging. This is because the colors have different meanings and perceptions of nations, cultures, ethnicities and religions. Even, each color has a different effect on people feelings. So, in order to better introduce any product in any area, it is required to accurately identify the meanings of colors in the region. This paper focuses on the relationship between color and culture, gender, emotions and customer behaviour. Therefore it is necessary to identify the psychological meaning of each color. Findings of this study suggest the application of colors in the correct position and indicate that managers, graphics' designer and advertisers can use colors to increase customer attention, and utilize them to increase sales.

Keywords: Color, increasing sales, application of color, marketing, attract customers.

1. INTRODUCTION

It is believed that the color is one of the most powerful elements of design for web sites, direct mail, ads, and other marketing materials. Showcase stores and their interior, shopping mall walls and aisles use multiple colors. You may have noticed the banners, flags and colorful signage around your community. When it comes to choosing the “right” colors, it is not only a matter of the most visible color choice, but emotions that are evokes by the colors. If you choose the “wrong” color for text or the graphics, your message might be interpreted wrongly on a subconscious level, and it is the goal that wanted to be achieved. This could reduce or even neutralize a message impact towards the customer.

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Color is one of the primary purchasing considerations among consumers and is a very important factor for product choice (Grossman and Wisenblit, 1999). There are a number of studies which suggest that consumer color choice depends on demographic factors, such as age, gender, ethnicity and socio-economic level (Boyatzis and Varghese, 1994). Color response is learned and can be changed overtime (Hupka, et al., 1997). Also, color preferences take effect by external factors such as geographic location (rural or urban) and climate. Singh, S. (2006) concluded in his study that “Marketers know that an average consumer’s decision to purchase a product is based, up to over 60%, on its color” (Singh, 2006).

In general, colors have the power to affect a consumer’s overall perception of a product and will affect purchase decisions. (Sable and Akcay, 2010). Colors have different meanings, implications and perceptions in different cultures, ethnicities and countries (Aslam, 2006). The knowledge and awareness of consumers’ color choices enables marketers to identify and offer the right and suitable products color. Color is also used to attract, draw attention, create a purchase intention, and desired atmosphere in retail stores (Kerfoot, et al., 2003). In general, the perception of the color choice and response of consumers for different products has become very complex, because consumers have developed a wide range of color associations for different products. Marketers need to know that choosing the right color is the more important for valuable and expensive goods as a factor showing the importance and type of goods (Akcay, et al., 2011).

This article reviews the literature relating to color psychology in the context of marketing, highlights inconsistencies and controversies surrounding the color psychology, and, examines the impact of colors on marketing. For this reason, in this paper, the psychology of color has been expressed in various markets. The selection of the color for each type of product and industry should be according to the type of customer, consumer goods culture, gender and emotions. Accordingly, in this paper, after the introduction, the literature is expressed in generalities about color and its relationship to culture, gender and emotion. In Section III and IV, recommended colors for different industries, this application can be used in the logo, packaging and advertising. In the last section, conclusions are stated.

2. MATERIAL AND METHODS

The science of color is sometimes called chromatics, chromatography, colorimetric, or simply color science. It includes the perception of color by the human eye and brain, the origin of color in materials, color theory in art, and the physics of electromagnetic radiation in the visible range. Light can be decomposed into a spectrum of six distinct colors: red, orange, yellow, green, blue, and violet. Most light sources emit light at many different wavelengths; a source's spectrum is a distribution giving its intensity at each wavelength.

Although the spectrum of light arriving at the eye from a given direction determines the color sensation in that direction, there are many more possible spectral combinations than color sensations. In fact, one may formally define a color as a class of spectra that give rise to the same color sensation, although such classes would vary widely among different species, and to a lesser extent among individuals within the same species. In each such class the members are called metamers³ of the color in question. The color of an object depends on both the physics of the object in its environment and the characteristics of the perceiving eye and brain. Physically, objects can be said to have the color of the light leaving their surfaces, which normally depends on the spectrum of the incident illumination and the reflectance properties of the surface, as well as potentially on the angles of illumination and viewing. Some objects not only reflect light, but also transmit light or emit light themselves, which contribute to the color also. A viewer's perception of the object's color depends not only on the spectrum of the light leaving its surface, but also on a host of contextual cues, so that color differences between objects can be discerned mostly independent of the lighting spectrum, viewing angle, etc. This effect is known as color constancy.

Harrington and Mackie (1993) are expressed among these colors, the red has the longest wavelength whereas the violet the shortest. A yellow object absorbs all of the colors in the spectrum except the yellow light. This unabsorbed light is reflected back from the object into the eyes from where it travels to the brain where it is interpreted as yellow. The eyes are comprised of cones and rods that allow us to see color and light, respectively. There are three types of cones: type I is associated with blue, type II with green, and, type III with red. Other colors are combination of these three colors.

According to psychologists, colors are divided into the following main sections:

1. Warm (red and yellow)
2. Cool (blue and green)
3. Neutral colors (white, black, and gray)

It is the significant point that the distinguish between warm and cool colors is relative; since the color experiences vary between individuals, knowing the color experiences of others may not be suitable. Experience or perceived of a person of red color can vary from another person.

Marketers believe that the colors have a high impact power on the process of selection and purchase of a good by consumers, sustainability brand image in mind, and change the mood of consumers. Colors can differentiate a product

³ . In colorimetric, metamerism is the matching of apparent color of objects with different spectral power distributions . Colors that match this way are called metamers.

from competitors and create positive or negative feelings about the product (Grossman and Wisenblit, 1999). Demographic differences such as age, gender and ethnic group cause consumers to accept and perceive color differently. Younger people are more influenced by color, in other words, the perception and effect of colors is different in each age, for example: Red evokes blood and passion of a group of more than 55 years of age, but this color (red) is a sign of love and blood in teens. Research also suggests that the admission of blue color by young adult is more than older age groups.

According to recent studies, ethnic differences also affect the choice of colors (Jemason, 2005). Akcay and et al. (2012) is expressed that “Hispanics are usually drawn to brighter, stronger, more intense colors. African Americans prefer deeply saturated colors, and Asian Americans have a significantly lower preference for green than any other ethnic segment. African Americans and Hispanics lean proportionately more toward purple, Asians toward pink and Caucasian toward green.”

Most of the research about physiological effects of color on human's dates suggests that there is a contrast between the effect of blue and red color with some exceptions. Red is the warmest, while blue is the coolest; these colors are on opposite sides of the color spectrum and have a different and strong influence on behaviour.

Thus, by increasing autonomic and cardiovascular activity, red (vs. blue) colors may facilitate an aggressive response to purchase stimuli.

So if you know the language of color, we can take advantage of the psychological impact on consumer behaviour by their relevant using on advertising design of own product, catalogue design, packaging design, corporate website design and design of shop signs and brochures.

In any industry, it is more common to use a number of colors which move special message its industry to the audience. Regarding the impact of colors is not the same for everyone, but we cannot ignore the power of colors. Therefore, you must be careful in choosing colors and picking them together, and not just because of their beauty. Research shows that a customer looks at a product in one-sixteenth second and going from side store shelves. Therefore, if we can find a color that can be considered, we have forced him to look more carefully, because our eyes are attracted to the colors. Deeper understanding of the meaning of the colors can help us to choose the appropriate mix of them.

2.1 Generalities About the Meanings of Colors

Findings of previous researches are summarized:

A. *The Excitable Colors*

- **Red:** The most emotionally intense color
 - stimulates faster heart-rate
 - sometimes denotes danger or anger
 - indicates excitement

If the object of your sign or print is to excite, alarm or stimulate, choose red.

- **Yellow:** It is vivid & demands attention
 - sunny & cheerful
 - too much is hard to look at
 - speeds metabolism
 - enhances concentration

McDonalds used it in their décor for years to get people to eat faster.

- **Orange:** Orange is a vibrant color & less intense than red & yellow. It denotes:
 - energy
 - warmth
 - strength
 - wholesomeness

If you want people to sit up and take notice orange would be a great color to use.

B. *The Calming Colors*

- **Blue:** Blue is one of the most popular colors. It is cool & relaxed
 - symbolizes loyalty
 - a corporate color
 - associated with intelligence
 - stability & conservativeness
 - makes people more productive
 - is an appetite suppressant
 - is calming

If you need a print for inside a restaurant, blue is not a recommended color of choice.

- **Green:** A popular color that symbolizes nature, life, renewal, & the environment. It is:
 - the easiest color on the eye
 - calming/relaxing
 - the color of money
 - can also mean greed, jealousy or envy
 - dark green implies wealth
 - is considered masculine
- **Pink:** Pretty in pink! Pink is:
 - youthful
 - romantic and charming
 - happy & playful
- **Purple:** Purple implies:
 - luxury
 - wealth
 - royalty & sophistication
 - it is rare in nature, so looks artificial

Because it does not always feel “real” you don’t see purple used often in decorating or signage.

C. The Neutral Colors

- **Black:** Black is:
 - the color of power & authority
 - conservative & serious
 - also mysterious & evil
 - classy

Use black if you want to convey elegance, sophistication or mystery.

- **White:** The color of purity, white conveys innocence & cleanliness. Most regular signage is on a white substrate because it is the most neutral of colors. In these cases, it generally will not provoke any physiological reaction.
- **Brown:** Brown is the color of the earth& implies:
 - wholesomeness
 - stability & substance
 - can also be sad or wistful

- **Gray:** Gray is:
 - formal & conservative,
 - balanced & moody
 - generally an unexciting color

Grey is the color of corporate bigwigs or associated with heavy industry.

Expressed contents in the above represent the psychological meanings of each color, to understand the effects of color on people, it is necessary to explain the meaning of each color in every culture, ethnicity, gender and emotions. For this reason, these relationships are checked in the next sections.

2.2 Colors and Culture

According to the spread phenomenon of globalization and removing the geographic scope of markets, for achieving the effective applied rules in conveying the concepts there is a fundamental importance. Therefore analyzing the effect of color in different cultures forms one of the most important areas of international marketing.

It is important role of marketing managers that know cognitive and physiological effects of color, different meanings in different geographical areas and cultural, aesthetic issues and limitations of using colors. They need to take advantage of knowledge of market research to achieve Preferences of the target market about the color and its psychological influences. These studies should be initiated prior to product provided and be continued and updated after production.

Color is related to culture and religion. Wiegersma and Vander elst (1988) in a cross-cultural study find out that blue was the most preferred color in general across cultures. In the Hindu religion of India's most sacred color is orange, Orange is the most sacred color in Hindu religion in India, but the Ndembo (one kind of culture in Angola and Zambia) Orange is not known. In Islam, the color green is sacred. For Celts, green was also sacred enough to be included in wedding ceremonies until the Christian church introduced the white color. In Inuit communities, use a lot of words and meanings to describe white. It has 17 words to describe it, each with the different meaning. In this culture white is the most important color.

Tektronix (1988) stated that “red and white is a combination used for ritual decorations in Melanesia and for representing the Sacred Heart of the Catholic Church in Mexico, and black always had a negative connotation associated with it, dating back to 2300 BC” (Tektronix, 1988).

In summary Tables 1, 2, 3 and 4 show the meanings of colors in some cultures and countries.

In these tables are expressed the meanings of colors in different cultures in terms of applications that can be for companies to operate in foreign markets, because in foreign markets, we should choose colors based on aesthetic sense of buyer's culture and not the seller's culture.

Table 1: The Meanings of Colors in East Asia

Colors	Areas and Countries	Meanings of Colors
Red	Eastern	- prosperity - good fortune - worn by brides - symbol of joy when combined with white
	China	- the color of good luck and celebration - vitality, happiness, long life - used as a wedding color - used in many ceremonies from funerals to weddings - used for festive occasions
	India	- color of purity, fertility, love, beauty - wealth, opulence and power - used in wedding ceremonies - a sign of a married woman - also color of fear and fire
	Thailand	- color for Sunday
	Japan	- life - anger and danger
Pink	Eastern	- feminine
	Japan	- well-liked by both males and females
	Thailand	- color for Tuesday
	Korea	- trust
Orange	Eastern	- happiness - spirituality
	Thailand	- color for Thursday
Yellow	China	- sacred - imperial, royalty - honor - masculine color
	India	- sacred and auspicious - the Symbol of a Merchant
	Thailand	- considered auspicious as the bright yellow flower "cassia fistula" is a national symbol - represents Buddhism - the color of Monday
	Japan	- courage - beauty and refinement

		<ul style="list-style-type: none"> - aristocracy - cheerfulness
Green	China	<ul style="list-style-type: none"> - new life, regeneration and hope - fertility - disgrace - giving a Chinese man a green hat indicates his wife is cheating on him - exorcism
	India	<ul style="list-style-type: none"> - the color of Islam - hope, - new beginnings - harvest - virtue
	Thailand	<ul style="list-style-type: none"> - color for Wednesday
	Japan	<ul style="list-style-type: none"> - eternal life - youthfulness - freshness
	Indonesia	<ul style="list-style-type: none"> - a forbidden color
Blue	Eastern	<ul style="list-style-type: none"> - immortality
	China	<ul style="list-style-type: none"> - immortality - associated with pornography and 'blue films' - feminine color
	India	<ul style="list-style-type: none"> - Lord Krishna - national sports color
	Japan	<ul style="list-style-type: none"> - everyday life
	Korea	<ul style="list-style-type: none"> - color of mourning
	Thailand	<ul style="list-style-type: none"> - color for Friday
Purple	Eastern	<ul style="list-style-type: none"> - wealth
	India	<ul style="list-style-type: none"> - sorrow - comforting
	Japan	<ul style="list-style-type: none"> - privilege - wealth
	Thailand	<ul style="list-style-type: none"> - color of mourning for widows - color for Saturday
White	China	<ul style="list-style-type: none"> - death and mourning - virginity and purity - humility - age - misfortune
	India	<ul style="list-style-type: none"> - unhappiness - symbol of sorrow in death of family member - traditionally the only color a widow is allowed to wear - funerals - peace and purity
	Japan	<ul style="list-style-type: none"> - white carnation symbolizes death

	Thailand	- white elephants are considered auspicious - white symbolizes purity in Buddhism
	Korea	- purity, innocence - morality - birth and death
Black	China	- color for young boys
	India	- evil, negativity, darkness - lack of appeal - anger and apathy - used to ward off evil
	Japan	- color of mystery and the night - may be associated with feminine energy
	Thailand	- unhappiness - bad luck, evil
Brown	China	- in Chinese Horoscopes brown is the color for earth
	India	- color of mourning

Table 2: The Meanings of Colors in Western Countries and Australia

Colors	Areas and Countries	Meanings of Colors
Red	Western	- energy, excitement, action - danger - love, passion - a warning to stop - anger - Christmas combined with green - Valentine's Day
	Russia	- associated with the Bolsheviks and Communism - means beautiful in Russian language - often used in marriage ceremonies
	Australian Aborigines	- represents the land and earth - ceremonial color
Pink	Western	- caring and nurturing - love and romance - feminine
	Europe	- feminine color - baby girls
	Belgium	- pink is used for baby boys
Orange	Western	- affordable or inexpensive items - Halloween, combined with black
	Ireland	- religious color for Protestants - appears on the Irish flag along with white for

		peace and green for Catholics
	Netherlands	- color of the Dutch Royal Family
Yellow	Western	- happiness, joy - hope - cowardice - caution, warning of hazards and hazardous substances
	France	- jealousy
	Greece	- sadness
Green	Western	- lucky color in most western cultures - spring, new birth, regeneration - nature and environmental awareness - Saint Patrick's Day - jealousy - greed
	Ireland	- religious color for Irish Catholics - color symbol of Ireland
	France	- not good for packaging
	South America	- death
	USA	- money - jealousy
Blue	Western	- trust and authority - conservative - corporate - peace and calm - depression - sadness - "something blue" bridal tradition - masculine color - baby boys
	Belgium	- color for baby girls
	Mexico	- mourning - trust - serenity
	Colombia	- associated with soap
Purple	Western	- Royalty - spirituality - wealth and fame - high ranking positions of authority - Military Honor (Purple Heart)
	Brazil	- death and mourning
White	Western	- brides and weddings - angels - hospitals, doctors - peace - the white dove - purity and cleanliness

Black	Western	<ul style="list-style-type: none"> - power, control, intimidation - funerals, death, mourning - rebellion
	Australian Aborigines	<ul style="list-style-type: none"> - ceremonial color - commonly used in their artworks
Brown	Western	<ul style="list-style-type: none"> - down-to-earth, practical - comfortable - stable, dependable - wholesome
Magenta	Western	<ul style="list-style-type: none"> - creative, innovative and artistic - imaginative and outrageous - loving, compassionate and kind - encourages emotional balance - spiritual yet practical - non-conformist
	Spain	- official color of the Union Progress and Democracy political party
	Netherlands	- used by the Amsterdam based Magenta Foundation in support of anti-racism

Table 3: The Meanings of Colors in the Middle East and Africa

Colors	Areas and Countries	Meanings of Colors
Red	South Africa	- color of mourning
	Nigeria	<ul style="list-style-type: none"> - usually reserved for ceremonies - worn by chiefs
Yellow	Middle East	<ul style="list-style-type: none"> - happiness - prosperity
	Africa	- usually reserved for those of high rank
	Egypt	- color of mourning
Green	North Africa	- corruption and the drug culture
	Egypt	<ul style="list-style-type: none"> - hope - spring
	Middle East	<ul style="list-style-type: none"> - color of Islam - strength - fertility - luck
	Saudi Arabia	- wealth and prestige
Blue	Middle East	- protection
	Iran	<ul style="list-style-type: none"> - color of mourning - heaven and spirituality - immortality
	Egypt	<ul style="list-style-type: none"> - virtue - protection

		- to ward off evil
White	Middle East	- purity - mourning
Black	Middle East	- evil - mystery
	Africa	- age and wisdom

Table 4: The Meanings of Colors in Religions

Colors	Areas and Countries	Meanings of Colors
Red	Hebrew	- sacrifice, sin
	Christian	- sacrifice, passion, love
Orange	Hinduism	- Saffron, a soft orange color, is considered an auspicious and sacred color
Yellow	Jewish	- yellow star badges of the Middle Ages and post war Germany and Poland
	Buddhism	- wisdom
Blue	Christianity	- Christ's color
	Judaism	- holiness
	Hinduism	- the color of Krishna
	Catholicism	- color of Mary's robe
Purple	Catholicism	- mourning - death, crucifixion
Black	Judaism	- unhappiness - bad luck, evil

2.3 Colors and Emotions

If we look at the evolution of the companies, we will see the following steps:

- Step traded
- Differentiated goods
- Customer service
- The customer market classification
- The single customer database

As you can see in this route, gradually, orientations have shifted in the evolution towards a single customer, and a full understanding of customer has been at the top.

Colors affect different people in different ways. But colors have a significant effect on emotions. Many studies have been done on the effect of color on consumer emotion and perception. Colors are one of the most important tools in the distinction between brands (Macklin, 1996).

Hemphill (1996) shows that brighter colors (white, pink, red, blue) create more positive reactions in people such as happy, excited, but the darker colors (brown, black) make the opposite effect. Green induces withdrawal, while black induces anxiety, and red, aggression and excitement.

Labrecque and Milne (2011) find that a brand’s use of the color red or other warm colors such as orange conveys more excitement than cooler colors such as blue. Colors of web page backgrounds also affect consumers. Similarly, another study concluded that hospital rooms with blue walls as less stressful, and orange rooms as more stimulating, relative to rooms with white walls (Dijkstra, Pieterse, and Pruyn, 2008).

Finally, colors also affect performance. Mehta and Zhu (2009) concluded that while red enhances performance on detailed tasks, blue helps performance on creative tasks (Mehta, Ravi and Juliet Zhu, 2009). Consistent with this research benchmarks, Table 5 shows a summary of feelings of each color.

Table 5: Emotion Chart of Colors

Groups	Colors	Emotion
Cool Colors	Blue	stable, calming, trustworthy, respect, mature, trust, reliability, belonging, coolness, refreshing, clean
	Green	growth, positive, organic, comforting, nature, fresh, cool, growth, abundance, wealth, fertility, luck, generosity, envy, prosperity
	Purple	youthful, contemporary, royal, royal, spirituality, dignity, prosperity, rich, mystery, wisdom, respect, religious
	Silver	prestige, cold, scientific, clean
Warm Colors	Red	energy, danger, stop, negative, excitement, hot, excitement, strength, sex, passion, love, movement, speed, life, risk, vitality, anger
	Pink	youthful, feminine, warm, soft, sweet, nurture, security
	Orange	flamboyant, fun, happy, energetic, new attitude, renewed, positive, organic, playfulness, warmth, vibrant, childlike, joyous, antidepressant
	Yellow	laughter, optimism, creative, positive, caution, warmth,

		sunshine, cheer, coward, happy
Neutrals	White	pure, innocence, clean, honest, pure, virgin, clean, youthful, mild
	Black	serious, authority, power, dark, dominant, sliming, Strong, death, sophistication, elegant, seductive, mystery
	Brown	wholesome, organic, unpretentious , reliability, stability, friendship, natural

Most of competitive advantages are caused by a feeling, in fact, in this principle is recommended for organizations that if you want to get surpass of competitors, they should get help feeling rather than thinking In an era that is driven by technology.

2.4 Colors and Gender

Different colors also have different effects on gender. Khouw (2002) found that men were more tolerant of gray, white or black than women, and that women reacted to the combinations of red and blue more frequently, and got confused and distracted more than men (Khouw, N., 2002).

Connie Casparie (2007) offers the following classification:

- *Colors for Women*
 - Top 3 favorite colors in female are: blue, purple, green (all cool colors)
 - Top 3 least favorite colors in female are: orange, brown, gray (warm and neutral)
 - Among favorite colors, preferences for green decrease with age (all genders)
 - Among favorite colors, preferences for purple increase with age (all genders)
 - Among least favorite colors (all genders), dislike of orange increases with age
- *Colors for Men*
 - Male top 3 favorite colors: blue, green, black (two cool and one neutral color)
 - Male top 3 least favorite colors: brown, orange, purple (neutral, warm, mixed colors)
 - Among favorite colors, preferences for green decrease with age (all genders)

- Among least favorite colors (all genders), dislike of brown and purple decreases with age while dislike of orange increases with age

2.5 Colors and Costumer Behaviour

Bellizzi and Hite (1992) find that the results which will be created by red color on customer are more negative than the blue color. In other words, red reduced willingness to buy or the desire to browsing and search on the market. As respects the red is physically more arousing than blue, blue confers more positive values than red, and thus influences buyer perceptions and behaviors favorably (Bellizzi, Joseph A. and Robert E. Hite, 1992). Crowley (1993) shows that blue walls in the stores make relaxing and pleasant feeling for customer, but the red effect is inversely (Crowley, Ann E., 1993). In spite of importance of the effect of color on willingness-to-pay, this subject has received very little attention.

3. APPLICATION OF COLORS IN MARKETING

The colors indicate our physical and emotional responses to visual stimuli and this has an impact on our interpretation of these stimuli. Indeed, the colors affect our understanding of the world around us. This is why color is so important in fields of graphic and architecture, Also, why graphic designers, interior designers, and architects are interested that knowing the meanings and the influence of colors and to use it in just the right way. Each color creates a symbol in the human mind, in fact, it represent a unique emotion and personality. In every color lies a psychological meaning that Show the effects of color on mood. Knowing these effects can make benefits of using appropriate colors.

Belk (1975) indicated that environmental factors such as noises, sizes, shapes, scents, and colors influence consumer perceptions and purchases. We focus on one specific cue: the color that consumers are exposed to in the environment (Belk. W. R, 1975).

So, we must be aware of the psychological effects and psychological meanings of colors when we design or marketing for our product such as designing of business card, brochure, web site, posters or other material. Colors not only affect the beauty of product rather they also influence our emotions and behaviour. We will do well to consider the impact that the colors we use will have on our target audience.

For instance, researches have shown that warm colors specially reds and oranges encourage meal consumers to eat quickly and leave, this is why most fast food restaurants are decorated with light red and orange colors, and the effects of these colors are the cause that restaurant owners want costumers to do it.

Due to the different meanings of colors in different cultures, we must consider the attitudes and preferences of our target audience when we are designing a color for a product. For example, usually use gray for cheap goods in East Asia (Japan, China), while gray is the dominant color of high quality goods in U.S., Purple is the dominant color of cheap goods in U.S. and expensive in Asian countries. Research on color meanings in different cultures is important, when color is a part of a global product launch. Tables 2, 3, 4 and 5 show the meaning as well. Considering these tables is essential when choice of colors.

With industry growth in the globalization process, it is necessary to consider the factors affecting marketing. Today, color is considered as an important factor in selling.

4. SUGGESTION

The following table (Table 6) suggests the best use of color in the industry.⁴ Again, we note that according to the culture, religion, gender do not forget to choose the color.

Table 6: Recommend For the Best Using of Color in the Industry

Group	Color	Recommend For
COOL	Blue	<ul style="list-style-type: none"> - Business related websites and products (e.g. banks) - Blue is best used for conservative corporate businesses where trust, dependability and honesty are important - Hi-tech and computer technology businesses - Websites promoting technology, medical equipment, cleanliness, male products - Light blue relates well to the health and wellness industry, to travel and relaxation - Dark blue is often used by political organizations, religious organizations and legal firms
	Green	<ul style="list-style-type: none"> - Finance and Accounting related products (e.g. Forex related) - Entertainment and leisure related websites and products - Green is beneficial for anything to do with health and healing - Green is an ideal color to promote natural, safe, organic products

⁴ . for more information : <http://www.empower-yourself-with-color-psychology.com/color-meanings-in-business.html>

		<ul style="list-style-type: none"> - Green motivates people to join social groups and satisfies their need to belong - Dark green is a good color for money and financial websites
	Purple	<ul style="list-style-type: none"> - Purple is more suitable for products and websites related to women or children, although younger men are slowly becoming more attuned to it - Academic institutions often use medium shades of purple or violet as they inspire intellectual thought and achievement - Purple portrays wealth and extravagance when combined with the richness of gold - Lighter versions of purple are suitable for products and services targeted specifically at the female market
WARM	Red	<ul style="list-style-type: none"> - Eye-catching logos, calls to action - A touch of red can be used as one of the colors on your website to indicate your energy and passion for your business. In larger amounts it is effective in the promotion of products or services related to food and appetite, energy, passion or speed
	Yellow	<ul style="list-style-type: none"> - Yellow is a great color for children's products - Apart from the above types of businesses, avoid its use where you are trying to impart a message of stability - Use yellow where you want to keep people moving. Fast food outlets use it combined with red to encourage people to eat lots quickly then move on - Yellow with black provides a warning and is often used in safety signs for this reason
	Pink	<ul style="list-style-type: none"> - Many charities choose to use it as a major component of their marketing program - For products and websites promoting women's products and services, such as beauty salons, fashion businesses and cosmeticians - Brighter pinks are useful to promote less expensive and trendy products to the teenage and pre-teen market - Dusty pink relates to those businesses marketing sentimental services and products, particularly to the older market
	Orange	<ul style="list-style-type: none"> - Orange is an invaluable color in encouraging sales in restaurants, café's, bistros and diners as it stimulates appetite and conversation - Orange's stimulation to social communication and the senses makes it a beneficial color for hotels and resorts

		<ul style="list-style-type: none"> - Sports teams can use orange in their colors to suggest energy, flamboyance and adventure - Orange is a great color to use on toys for young children - A softer version of orange, such as peach is favorable in beauty salons, spas and treatment centers' and upper class restaurants
NATURAL	Black	<ul style="list-style-type: none"> - Black is beneficial for businesses selling luxury, elegance and sophistication - Using black for selling and marketing products and services to the high end youth market, including music related businesses, is seen as cutting edge and trendy - Black can be used to create a dramatic effect when combined with bright, rich, jewel colors such as red, emerald, cobalt, yellow, magenta and orange. However, in general, using too much black can be intimidating and unfriendly
	White	<ul style="list-style-type: none"> - White is probably the best color to use as the background color for websites - Suggestion of simplicity, cleanliness and safety, white works well for businesses promoting hi-tech products, kitchen appliances, bathroom items, infant and health related products - Depending on the business, it is advantageous to add other appropriate colors which will reflect the individuality of the business as, on its own, white sterile and cold

5. CONCLUSION

On the one hand, the colors have a great influence on the decision to purchase a product and on the audience's attitude; because part of the quality evaluation of customer is done based on product color. On the other hand, the presence of color can be seen at the all levels of communication, such as packaging, advertising, logos, signs, billboards, brochures and more. Hence, it is important to use the correct color and with recognizing the impact of colors can be utilized effectively.

Graphic artists, marketers, advertisers and all managers involved in the sales process believe that the effects of colors on the consumer decision certainly can help facilitate the exchange process.

This study has shown how color can provide attention to customer and can stimulate emotions. It also shows that color has an effect on the perception and provides an attitude; this attitude improves learning and persuasiveness. Color

can be effective on every level of sale of a commodity, from brand logo, image, signage, display, packaging, and even the product itself.

Colors have a very powerful effect on people's perceptions and emotions and based on instincts and associations. In many cases, the first thing we attention about products is their color. Color makes our assumptions about an item in the first moment; accordingly, the colors are very useful and very important tool for designers and marketers.

Colors are simplest and most refreshing tool for a communication and influence on individual in a society faced with full of information, technology and stimulation overload. Color has strong associative meaning, they can influence people quickly and communicate powerful and create an unconscious inference and strong reaction.

In recent years, globalization has become a central theme in the market and everyone has noticed. In this way, companies must be aware of the cultural differences between colors in different countries around the world. Color perception, preferences and meaning of different colors are different in every culture and ethnic, and this is certainly an important factor in global marketing.

The best ways to use the correct colors is to see that how to use it by the famous and successful companies. We know that big companies spend millions of dollars to researching what color would be the appropriate for the increase in sales. So, when we see the colors used for a product (website, logo, packing and so on), it creates in us a feeling about color.

Another way to identify right color is to experiment and observe. Test and see colors and their combinations and see how they make sense for you. It is likely that others people feeling is similar you about these colors.

There are some fundamentals that can help any designer. According to the content expressed in this article, suggest the following steps in order to increase sales:

- Specify the type of customer of products (man, woman, teen) and who they are buying for (themselves, kids, babies, mothers, fathers, sports enthusiast, etc.)
- Understanding the concepts of color in the culture of product customer
- Decide what emotion you hope your costumers to experience. Using the color(s) you have choose in step one find the emotion you hope your costumers to have when they see your product (according to suggestion section)
- Use the suitable color scheme tool to determine the right and proper colors for your product

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