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Promoting a Product's Emotional Benefits by Use of Colors: A Perspective

Name of author: Mrinalini Pandey
Name of co-author: Pramod Pathak
University: Indian School of Mines University, India.

Address: Department of Management Studies,
Indian School of Mines University
Dhanbad-826004, Jharkhand, India

Contact Number: 03262205639(O)
+919430136446(M)

E-mail address: mrinal_nalini@yahoo.co.in

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Mrinalini Pandey and Pramod Pathak

Abstract

In race of getting ahead and gaining competitive advantage, the marketers are constantly coming up with innovative ways to influence consumer behavior and devising new strategies to attain the growing list of marketing objectives. Differentiation strategy is an easy way out in this respect and still easier way of accomplishing this strategy can be through color differentiation. There is substantial evidence to suggest that one of the major determining issues of the product is its color. The silent language of color has the power to capture both the mind share and heart share of the consumers. Colors speak very loudly to our subconscious and have an affirmative or negative reaction within 90 seconds! This paper therefore posits a discussion on promoting the products' emotional benefits by using colors effectively. As such, it contributes to developing an understanding on the application of colors as the marketing device for carving a niche for the Brands.

Key Words: Colors, Emotions, Marketing, Differentiation Strategy, Advertising

Promoting a Product's Emotional Benefits by Use of Colors: A Perspective

Introduction:

“Colors, like features, follow the changes of the emotions”

-Pablo Picasso

For most of us, before stepping out to work, the first question the morning poses is: What am I going to wear? Our answer is based not only on the current fashion and fabric appropriate to the season, but also on the right color choices. We know that the unspoken language of colors astound, induce and persuade, since colors do have an effect on body's physiology and mental

states.

In order to accomplish the growing list of marketing objectives, the marketers are constantly devising new ways to establish contact with the target market. For molding a customer base large enough to generate profitability, attracting the consumers is vital. Product differentiation is one of the ways of doing this. There are two elements that go to make a Brand - emotional and rational, and product purchase decisions are based on both. Therefore one can always encash on the emotional aspect to appeal to the customers, and it is in this regard that colors play an important role. The ability of color to enhance a brand's desired image is a strategy that is unparalleled as yet. While attempting to position the Brands in the market, the marketers consider colors congruent with those product categories to be most appropriate for packaging. The marketer then determines his targets reaction to different colors. The dominant color or colors chosen for the package must therefore not only be eye-catching, but must also convey an appropriate message. Communicating a message through the use of color is a fascinating but complex process. The color of a package transforms the product into an effective silent communicator: it captures attention, exhibits the product and differentiates it. It is this science of colors that is successfully being used by marketers around the world to influence customer perceptions of Brands.

The foremost purpose of this study is to analyze colors and products' packaging and to draw parallel between color attributes, their meanings and relevance in product category. The present study's focus is on the use of colors in packages of products from consumers' perception point of view and how it can be effectively used to enhancing emotional responses thus eliciting purchase behavior. Through a contextual inquiry, the study is an attempt to draw parallels between product category and packaging. Conclusions have been drawn on the basis of this enquiry so as to help the marketers decide the best color for packaging their offering and using it not only as a means of differentiating their products from their competitors for establishing an emotional connect with the target consumers.

The Science of Colors: An Introduction

Way back in 1666 when English scientist Sir Isaac Newton discovered the spectrum and made the world aware of the colors and their wavelengths he was hardly aware of the perceptibility and subjectivity of the different colors. It was found that each color comprised of a

single wavelength and could not be separated any further into other colors. Perceptions of color are somewhat subjective; but generally certain color effects have universal meaning, colors in the red area of the spectrum are known as "warm" colors. These warm colors-red, orange and yellow evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility. Colors on the blue side of the spectrum are known as "cool" colors and include indigo, lavender, and olive. These colors are often described as calm, but can also call to mind feelings of sadness or apathy.

Scientists have found that actual physiological changes take place in human beings when they are exposed to certain colors. Colors have the power to stimulate our nervous system and evoke emotional states and thus can kindle, enthuse, dishearten, tranquilize, enhance appetite and generate a feeling of warmth or coolness. A study conducted on fourteen handicapped children suggests that altered environment resulted in a measurable change in blood pressure and decrease in aggressive behavior. This study proved the fact that colors do have an impact on the human body. Colors have the power of stimulating our nervous system and evoking our emotions. Colors speak very loudly to our subconscious and have an affirmative or negative reaction within 90 seconds!

A Review of Related Literature

Color is considered to be the most prominent, resonant, and significant visual feature of those seen in early vision (Arnheim, 1956; Hilbert, 1987). This makes color a persuasive visual cue for plausible communication purposes such as bequeathing identity, meaning, or novelty to an object or idea (Garber & Hyatt, 2003, p. 313). Color contributes to the appreciation of and preference for products and plays an essential communication role, refining the effectiveness of messages and increasing the likelihood of purchase (Birren, 1945; Hine, 1995; Lee, 2002; Miller & Kahn, 2002).

Although researchers usually agree on the fact that color elicits human emotions but the issue of color perception as such and its characteristics have rarely been addressed. Basic colors were frequently used as independent variables, and consensual results associated with primary

emotions prevail in existing literature. Recent studies on color affectivity characterize emotional profiles of color in terms of emotional dimensions, thus approaching the issue of emotional influence of color attributes (Simmons, 2006; Valdez et al., 1994).

The perception of color is critical to our visual experience and it is human's most powerful information channel (Albers, 1963; Arnheim, 1956). Goldstein (2002) distinguished presentation of color from other visual experiences. It announced that the connection between the central characteristic of the physical stimulus that is the wavelength of light; and the experience of color is by chance, unlike some visual qualities such as shape, depth, location, and movement (p. 204). Color provides information that helps us to understand the physical world and carries symbolic and associative information. Garber et al. (2003) pointed out the duality of the color phenomenon: sensory and cognitive sides. In line with this, much research has been done in the area of the character of color, the perception of it, and its aesthetic aspects.

The nature of color could be categorized into five realms. They are color match, color sensation, color perception, color aesthetics (McCann, 1990), and color semantic. Each aspects are interrelated and the techniques for measuring human performance in each aspect are said to be different. According to Garber et al., 2003 color is the product of the brain's interpretation of the visual sensory information that it receives. Mollon (1995) asserted that one advantage of viewing color is that it allows people to detect a spectrally different target against a background that varies arbitrarily in lightness and form. Color carries information that explicitly links it to a particular message or experience in a particular context (Garber et al., 2003). It is generally believed that the expression of color is based on association. Red is said to be exciting because it has connotations of fire, blood, and revolution (Arnheim, 1956, p. 275).

Color is also very often perceived depending on the social context. Lüscher (1971) in one of his studies including 1600 school children found "violet" as the favorite color of almost 75% of students since violet points to indifference among the children who reside in a slum area. Welsch et al. (2003) noted that colors have a religious aspect. Green is used in the national flags of many Islamic countries; Garber et al. (2003) associated colors to situational factors, which depended on contextual factors and which changed over time, as in fads and fashion. Hine (1995,

p. 221) established that populace of four American cities believed, in general, that the color red symbolized love, safety, danger, strength, and warmth. But, when asked to think about red in relation to products, they stated that it stood for Coca-Cola. Color carries different semantics in different contexts and arouses different associations. Thus various emotional and behavioral reactions can be predicted accordingly.

In mass media research, color has often been the subject of investigations into learning and memory, persuasion, perception, and emotional impact (Detenber, Simons, Roedema, & Reiss, 2000). Studies have examined how color presented in different media affects cognitive processing. One of the key streams in this field is to compare the effect of chromatic versus achromatic contents on different media, i.e. newspaper, still pictures, television, etc. Besides Chroma quality of visual contents, two other aspects of color, hue and lightness is considered as dominant factors. Helson (1964) studied the correlation between pleasantness and aptness of color and pointed out that discrepancy between the two correlated with repulsiveness. His study was limited to color hue. However, little has been precisely investigated, regarding the power of the entire color attributes on emotional reaction. Providing evidence, some empirical studies supported that chromatic contents are recalled easier than achromatic ones (Shaps and Guest, 1968; Borges, Stepnowsky, & Holt, 1997: quoted in Detenber et al., 2000).

Scanlon (1970) in his study suggested that color positively influences the acceptance of the television presentation. Donohue (1973) found that color increases perceptions of aesthetic quality in political TV advertisements and that the women were likely to be more influenced than men by them. Detenber et al. (2000) concluded that color can evoke compelling emotional responses in viewers and thus color was the director's most important tool.

It is widely believed that color acts as internal or external stimulus, triggered emotional reaction. Both physical properties and memory color; through cognitive process, intermingles to elicit emotional responses. Schachtel (1943) asserted that the connection between color and emotion arises from a resemblance in subjective experience. Arnheim (1956) also emphasized the relationship on which expression of color is based. Therefore, the influence of memory color may not be completely excluded during emotional response to color.

Apart from the concept of color as a constituent in interceding presentation, based on its physical properties, color has been often dealt with as visual stimulus. A great body of empirical studies has focused on providing evidence that color is linked with emotion (Kaiser, 1984). Féré (1887, quoted in Gage, 1995) found that red light has the most invigorating effect and violet the most calming. Gage (1995) added that an exposure to variously colored lights could have a direct and variable effect on human body functions.

Researchers have measured physiological responses to color by means of the galvanic skin response (GSR), electroencephalograms (EEG), heart rate, respiration rate, oximetry, eye blink frequency, blood pressure, etc (Kaiser, 1984). These studies have been largely motivated by the proposition that long-wavelength colors that is warm colors: red, orange, yellow, etc. are more poignant than short-wavelength colors commonly known as cool colors: green, blue, etc. (Valdez et al., 1994). Empirical studies generally have shown that the colors red and yellow are indeed more touching than blue and green. Lüscher (1971) empirically presented that the color red resulted in the subjects' faster heart beat, increased pulse, increased blood pressure, and faster breathing frequency.

Studies on the measurement of behavioral patterns of emotional response to color were carried out both under laboratory conditions conducted from a physiological perspective (Detenber et al., 2000) and as field studies which were mostly related to life experience. The study of Garrett and Brook (1987) studied the use of colors in ballot paper and found that ballot color affected voting behavior. Men generally preferred a green ballot and women preferred pink. Damhornst and Reed (1986) examined the effects of female job applicants' dark versus light clothing and facial expressions on male subjects. Male subjects rated models wearing dark jackets as more influential and competent than models wearing light jackets. Studies revealed that experiential measurements, such as self-reported results provide robust effects of color on emotion (Detenber et al., 2000). Detenber et al. investigated the emotional effects of color in film and television clips by obtaining physiological measures, behavioral measures, and self-reported measures of the participants' emotional reactions during the presentation of film-clips. Results established that the influence of color becomes evident in the self-report of emotional experience, but in none of the other two measures.

Color a compelling visual cue for persuasive communication purposes, such as conferring identity, meaning, or novelty to an object or idea as color is a salient and resonant visual feature of those seen in early vision (Garber et al, 2003). Color contributes to the preference for and appreciation of products. Researchers asserted that color plays an essential role to improve the efficacy of message and to increase the likelihood of purchase. (Birren, 1945; Hine, 1995; Lee, 2002; Miller et al., 2002). Gordon et al. (1994) focused their research on the colors of packages. Their results maintain the suggestion that colors do communicate. Colors were found to be related to the brand and they were found to communicate the quality of the brand. Moreover, colors were indirectly related to the core product as the study revealed that colors communicated lot about the product's features. The study also suggested that colors have an impact on the behavior of consumers. They discovered that colors have an impact on brand evaluations and on brand choices thus supporting Gordon et al.'s (1994) idea that colors on packages may have an impact on brand evaluation and on brand choices.

Hence, studies have investigated how color information of a product is communicated. Studies have been done across different categories of product: fashion (Nitse, Parker, Krumwiede, & Ottaway, 2004; Suk, 2000), home appliances (Suk, 2000), automobiles (Suk, 2000) and all point out towards the emotional communication of a product color. People distinguish product color from its reflectance and are aware of it. Since every single product should be coherent to its brand or corporate identity, product color addresses different levels of organization's image right from a single product to corporate identity. Also there is affective usage of color terms on product color perception and it is based on the concept that color terms may add to the amplification of the product image.

Color is one of numerous visual elements that the consumer must perceive and assimilate in order to recognize and construe an object in its visual field (Garber et al., 2003). The subject of color in marketing practice reaches from a single product design to the coordination of corporate design. Garber et al. (2003) claimed that color can either augment or weaken the brand equity by facilitating or inhibiting identification and the retrieval of positive associations. There are many companies that are identified with a certain color and considering this trend, Garber et al. (2003) claimed that it is constructive marketing practice to divert and

arouse the consumer. Therefore the companies which expect to make an emotional impact on consumers must make use of colors as an effective communication tool.

Understanding the Characteristics of Colors: Revealing the Obvious

Companies spend more money on packaging than on advertising, and packaging is often considered to be the most distinguished marketing effort (Dickson, 1994). Labels are one of the most important features of product packaging, and they are intended to communicate a message (Héroux, Laroche & McGown, 1988). According to Héroux et al. (1988), marketers spend substantial amount of time and money on packaging products in a manner that will attract consumer attention and promote its consumption. Color plays a vital role in packaging as the color of a package transforms it into an effective silent persuader: it captures attention, exhibits the product and differentiates it. The marketer has to understand and determine his targets reaction to different colors. As a matter of fact, packages are suggested to have great impact as a means of direct communication (Peters, 1994). A package is acknowledged as a marketing communication tool as packages convey meanings directly to consumers when the decision to purchase is being made. It is a commonly accepted proposition that packages convey meanings about the product and its features, benefits and usage (Garber et al., 2000; Rothschild, 1987).

The dominant color or colors chosen for the package must therefore not only be eye-catching, but must also convey an appropriate message. Color preferences differ from target market to target market and also over time. It is interesting to compare these associated concepts with the message the marketer wishes to convey and the products image. Bright colors such as orange, red and yellow are inclined to influence the autonomous nervous system including the digestive system. In experiments with animals it was found that red and yellow light stimulated hunger. In one of the experiments using Rorschach's ink blot test showed that people who are emotionally receptive react freely to colors.

Colors in the color spectrum are generally associated with two types of emotions: on the one side there are the warm, active and exciting qualities of red, orange and yellow and on the other the passive qualities of blue, violet and green. Most packages which contain red or

yellow are seen to be exciting. Apart from having an emotional influence, colors can influence physical reactions. Human responses are for example 12% faster than normal under red lighting. Different experiments also showed that warm colors like red are better attention-catchers than cool colors such as green or blue. Some colors are more visible over a longer distance than others and sometimes a combination of colors can influence the visibility and even legibility of a package design.

In a supermarket environment artificial lighting may influence the perception of a color on the package and must be taken into consideration in the design and testing. For example, yellow or white objects appear larger than red, green or blue objects. Products which have red packaging also emerge to be heavier than packaging with other colors. That is why probably red clothing is not recommended for overweight people. Color can also convey certain emblematic values which may influence consumers unconsciously. The color scheme, for instance, must be considered carefully. It must be attractive but the psychological meaning of different colors must also be kept in mind. It is evident that the different aspects of color play an important role in marketing and packaging a product. Each color has a unique ability to influence and persuade consumers to react to buying a certain product. It is interesting to note how often bright colors like red are used in packaging and other promotional material. Colors have certain inherent qualities of which are discussed below:

1. Visibility

Certain color combinations enable better detection, discrimination and recognition. Black/white is the best mixture because it provides the highest brightness contrast. Research studies (Hackman & Tinker, 1957; Tinker & Patterson, 1931) have confirmed this prediction by experimentally showing black/white and black/yellow produce best visibility like logo of Ultra-tech cement, other color combinations produce lower brightness contrast and legibility, ranging from good- blue/white as in Fevicol, to moderate- yellow/blue/red as in Fevistik, and red/white in Dabur Red Oil to very poor - yellow/white in Dabur's Sitopladi churna.

2. Delectability

The issue of color delectability has been extensively studied because of its immense practical importance for commercial enterprises because it is an important tool to break through the clutter of signs and other objects and to engage the consumer. A person may fail to see even highly visible objects if they do not attract attention (Green, 2002a, b). Color can be an effective delectability device because it is easily and quickly perceived without much cognitive effort required in reading and can be perceived in peripheral as well as in central vision. For many years red was considered the most easily detectable color. The belief was based more on inkling than on actual data. Recent research in commercial and safety fields has zeroed in on the conclusion that the most detectable colors are yellow and yellow-green. This was based on a study that concluded that yellow-green fire engines which are more detectable to motorists have far fewer accidents than red ones. In another study of worker clothing, it was found that "Lime-yellow" was the most perceptible color and advocated its use for worker uniform.

3. Separating Foreground from Background

When a person views a scene, s/he automatically deciphers the image into foreground and background. The foreground objects appear nearer and are more likely to be fixated and attended. Objects with " warm color," red, yellow and orange, are more likely to appear as foreground while blue is most likely to be seen as background. This means that a warm colored sign is desirable because it will appear as foreground against the sky. The use of yellow signs promotes delectability and the perception that the sign is closer. When advertising for diamonds-'Nakshatra' with a black background is used to create an aura of mystery.

4. Consequential & Alliance

Many colors convey a special meaning; these associations are regularly used in marketing and advertising to promote a product through the use of a positive association. Green packaging connotes organic, healthy and natural products because of the association with nature, e.g. Safal Peas. White signals purity and cleanliness, therefore almost all baby care products of Jonson &Jonson are colored white. Color blue denotes coolness-Mentos mouth freshener is a case in point.

Red is the ideal color for service stations, high voltage signs and traffic lights. The mental associations for red are "hot", "fire" and "heat" (Birren 1997; Mahnke and Mahnke, 1987). Red

may have other associations, but the link between red and associations of fire, heat and energy are strong because there is a visual link between redness and the seen color of fire. Red is therefore the ideal color for a business that wishes to use color as the means for signaling the sale of energy and heat producing products such as gas and petrol. Tea and coffee products like Tata Tea, Brooke Bond Red Label and Nescafe are all packaged red. Red brings text and images to the foreground. It is used to stimulate people to make quick decisions; therefore it is a Perfect color for 'Buy Now' or 'Click Here' buttons on the Internet.

Orange is associated with healthy food and stimulates appetite. Orange is very effective for promoting food products and toys. Yellow evokes pleasant, cheerful feelings, therefore can be chosen to promote children's products and items related to leisure.

Green is used to indicate safety when advertising drugs and medical products. Green connotes nature, so can be used to promote 'natural' products. Dull, darker green is commonly associated with the financial world and banking.

Blue to promote products and services related to cleanliness (water filters, cleaning liquids (Ezee, SafeWash), air and sky (airlines, air conditioners), water and sea. Blue is linked to consciousness and intellect. Blue is used to suggest precision when promoting high-tech products.

In advertising, white-is associated with coolness and cleanliness because it's the color of snow. One can use white to suggest simplicity in high-tech products. White is an appropriate color for charitable organizations; angels are usually best conceived wearing white. White is associated with hospitals,' doctors, and serenity, so white can be used to suggest safety when promoting medical products. White is often associated with low weight, low-fat food, and dairy products.

Black denotes strength and authority; it is considered to be a very formal, complicated, elegant, and celebrated color - black Ambassador.

Exploring The Umbilical Chord between Color and Products Category:

For the purpose of study, a comprehensive view of different colors, their symbolism, the

product category in which they are mostly used, and the Brands using them is developed. The Brands are limited to those available in the Indian market. An attempt has been made to understand the Brands, the product category to which they belong and usage of color for the Brands on the basis of symbolic meanings associated with the color as shown below in Table1

COLOR	MEANINGS	PRODUCT CATEGORY	BRANDS
White	Purity, coolness, serenity, refreshment, formality	Soaps, baby products	Dove, J&J, Ponds cold cream, Vaseline, Pepsodent, Head & Shoulders.
Purple	Wealth, royalty, opulence	Automobiles & Chocolates	Cadbury's Dairy Milk Chocolates, Hero Honda, & Bajaj Bikes
Silver, Gold	Richness, wealth	Premium category brands	Titan- Regalia, Cadbury's 5 star Chocolates Sona chandi Chyawanprash
Pink	Vibrant, childlike, femininity, refreshment	Babies' & Ladies' products	Pond's talcum powder, Lux, Vanish
Black	Formal, authority, sophistication, power, mysterious	Hi-tech equipments & automobiles	Mobile phones, Computers, Cars, Bikes
Red	Passion, excitement, strength	Products connoting strength; Repellants	Tata Tea, Nescafe Coffee, Colgate, Eveready, Battery, Mortein, Good Knight
Green	easy going, ecology, nature	All products related to nature	Pudin Hara, Boroline, 7 -up, Rejoice shampoo
Yellow	Brightness, warmth, caution, sacred, imperial	Food products Insurance	Maggie, HDFC, Sunfeast biscuits, Feviquik
Blue	Calmness, stability, authority, tranquility, depth, sincerity, Cleanliness	Soaps and detergents, hi.tech products	<i>Surf- exel</i> , Nivea, Rin, <i>Parachute hair oil</i> , IBM- <i>Big Blue</i>
Brown	Informal, masculine, relaxed,	All products related to 'earth'	Used in Offices, UPS- Brown

	earthly, richness, helpfulness	and leather	
Orange	Brightness, attention, strength	All newly Introduced products	Savlon

IMPORTANCE OF COLOR IN MARKETING

"Fishes discover water at last", said Douglas McGregor and the same analogy could be applied to marketing community since this issue of use of colors in marketing is not substantially addressed to till date. Nevertheless there has been some study in this area which talks about the importance of colors in marketing.

In a Research conducted by the Secretariat of the Seoul International Color Expo 2004, it was concluded that 92.6 percent of the respondents put most importance on factors enhancing visual attractiveness of the product while purchasing it, only 5.6 percent said that the physical feel via the sense of touch was most important. When asked to approximate the importance of color while buying products, 84.7 percent of the total respondents thought that color counted for more than half among the various factors important for choosing products.

Research reveals people make a subconscious judgment about the environment or product within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone. (CCICOLOR. Institute for Color Research) Research by the Henley Centre suggests 73% of purchase decisions are now made in-store. Consequently, catching the shopper's eye and conveying information effectively are critical to successful sales. It was also found that color increases brand recognition by up to 80 percent (University of Loyola, Maryland study).

Color influences brand identity in a number of ways. The phenomenal success of Heinz EZ Squirt Blastin' Green ketchup is a case in point. The highest sales increase in brand's history was simply because of a simple color change. Within the first seven months following its introduction more than ten million bottles were sold.

Another live example is that of Apple Computer who introduced colorful iMacs. They were the first ones to emphasize on importance of colors and said, "It doesn't have to be beige".

The iMacs reinvigorated a brand that had suffered \$1 .8 billion of losses in two years. And now we have colorful i-pods in the market.

. Market researchers have also determined that color affects shopping habits. Shoppers who display impulse buying behavior respond best to red-orange, black and royal blue, therefore when a new product is introduced in the market it is packaged red-orange. Shoppers who have a habit of planning and sticking to their budgets respond best to cherry, teal, light sapphire and navy. Traditionalists respond to pastels - pink, rose, sky azure.

I. SELECTING THE RIGHT COLOR

1. Knowledge about the target market

Knowledge of target market is required before deciding about the color for package of product. The demographic factors such as age, gender, income, occupation, religion, race, nationality and social class influence the purchasing decision.

2. Age: If we are selling to children the design the books should be in vivid, primary colors (reds, blues, yellows) to appeal to the children who will use them. According to surveys, almost 75 percent of pre-adolescent children prefer purple to all other colors, and it also denotes richness so Cadbury's Dairy Milk is packaged purple!

3. Gender: Since Pink signifies romance, love, and friendship and denotes feminine qualities and so lady's products should be packaged pink (Fair & Lovely). Men usually perceive yellow as a very lighthearted, 'childish' color, so it is not recommended to use yellow when selling prestigious, expensive products to men - nobody will buy a yellow business suit.

4. Nationality: While findings tend to indicate that the effect of color is not the same in every society, they have found that within a single society, color can be indiscriminate and dominant force. The effects of color differ among different cultures, so the attitudes and preferences of your target audience should be a consideration when planning and designing the promotional materials. For example, white is the color of death in Chinese culture, but purple represents death in Brazil. Yellow is sacred to the Chinese, but signified sadness in Greece and jealousy in France. In North America, green is typically associated with jealousy. Blue stands for warmth in Holland, represents death in Iran, connotes coldness in Sweden and means purity in India.

II. Market Research

Market research and testing of target market's color responses is critical if one is serious about maximizing the profits. Proper testing should be done, feedback solicited and changes made if needed. Understanding the meaning and symbolism of colors in different markets is necessary and is critical for a product's success in the market.

III. Watch Others

Since, it is seen that the top car manufacturers, like Lexus spend millions on color research so one can just watch keenly the top selling car colors to see emerging trends. This knowledge can then be applied in packaging the company's product and even for advertising.

It is seen that hot colors are some of the best colors for advertising when it comes to products like fast food. Bright red and yellow are hot colors, indicative of fire, and they stimulate excitement these colors encourage people to eat more. Nearly all logos, advertisements and menus of fast food chains feature these colors, which is no accident. Companies rely on the extensive research that has been done in this field, to get the most for their advertising dollars. Studies show that people in casinos gamble more in red rooms than room with any other colors.

Cool colors have their own significance. Colors like green and blue are some of the best colors for advertising when it comes to over the counter medicines and other health products. Blue is associated with tranquility, and also represents water, a life force. The color blue can actually slow a person's heart rate, and it reduces appetite, (which is why is not chosen for restaurants). Certain shades of blue indicate dependability, making it a good color for business ads.

IV Colors can take the business to heights and can even sink them!

Color is a trigger that is associated with traditions and used in marketing over the years so well that they must be honored or sales are lost. Color also triggers strong reactions therefore one must know how to choose the right color for the right reaction at the right time. Because of a color's relevance to success in marketing knowledge the colors of target market and their meaning is essential. If it is properly done the sales will blossom "just like a rainbow of tulips in the garden".

Conclusion

Different astrological signs represent different colors, so do different days. Colors are for every single individual colors as they play an important role in our lives. Colors add life to lives. Therefore the marketers can successfully use it as a tool to influence the buyers' decisions. But this tool should be used with utmost caution as the same color means differently to different people, and also because of the host of colors; all in different shades available to us. When consumers choose among competing products they are faced with quality and product performance uncertainty, hence, they rely on cues as extrinsic attributes, for instance brand, price, and package as signals of perceived quality. Little research has been done on packages as extrinsic attributes used by consumers as signs of perceived quality, thus this study is a small contribution to that lack of scholarly research on use of colors as an effective persuasion tool. Color is an important element of marketing strategy, and it is one of the most essential features of packages and they are designed to communicate a message. Product appearance can influence consumers in many different ways.

Insights into the different ways in which color may influence consumer choice and by understanding the differentiating the role played by product's color managers can make a better use of packaging as marketing tools. This study being a conceptual one provides for further research. Further research could comprise of in field experiments. Of especial benefit would be to study the perception of consumers about products based on package colors. The study could be extended to including Brands having an international presence. As in every research, this one has its limitations too. Among the obvious ones, the study is merely conceptual based on available literature and body of knowledge on the subject and hence contributes too little. Also, the lack of an actual experiment hinders any conclusion and generalization of the research area proposed. Preliminary study using consumers as subjects could be done.

But nevertheless, it is a well proved proposition that color which interacts with the characteristics of the mediated object may enhance the target emotion. Colors are a fundamental variable in marketing decisions. Studies that have focused on other single signs than pictures on packages have found that such single package signs as colors (Gordon et al., 1994), brand names

(Rigaux Bricmont, 1981), and materials (McDaniel & Baker, 1977) convey brand meaning. Unsuitable choice of product package or label color may lead to strategic marketing failure. Color is the least expensive way of attracting the attention of consumers towards a product. Thus marketing managers has a lot to gain from acquiring a more acute knowledge about the meanings consumers give to colors. It is well accepted that packages have an essential role in influencing the consumer purchase choices and intention at the point of purchase. Choosing right colors may help marketers elicit favorable responses from consumers' in terms of purchase intention. It is indeed a powerful tool for managers enhancing response rate.

Colors colors everywhere, so many and all of different shades that they remind me of the popular verse of Gerald Manley Hopkins:

"Glory be to God for dappled things-
For skies of couple-colors as brindled cows
For rose-moles all the stipple upon tout that swims;
Fresh- fire coal chestnut falls; finches wings;
Landscape plotted and pieced-fold, fallow and plough;
And all trades, their tackle and tear and trim."

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