THE PSYCHOLOGY OF COLOUR IN ADVERTISING:
HOW COLOURS INFLUENCE CONSUMERS’ EMOTIONS AND DECISIONS

Abstract. This article is devoted to the study of the influence of colors on consumer behavior in the context of advertising. Color plays a key role in marketing communication, influencing emotions, product perception and purchase decisions. It has been analyzed that different colors affect human emotions and the associations they evoke. The article presents the results of research on the psychology of color, which illustrate how it can stimulate appetite and excite, have a calming effect and increase confidence. There are also examples of advertising campaigns in which the choice of colors is important in attracting the attention of consumers and forming their attitude towards the products. The choice of color palette as part of a product's advertising strategy has been shown to have a significant impact on how the audience perceives the offer. Color scheme is an important factor in creating associations and perceptions related to a product and thus influences the purchase decision process. It is an indisputable fact that product selection is often done in a matter of seconds. For example, yellow is associated with optimism, orange
symbolizes friendship, red evokes feelings of excitement, purple is associated with wisdom, blue is associated with trust, green is associated with a sense of calm, and white suggests balance. It is emphasized that a very important factor related to the use of colors in advertising is their effect on the body and psyche of the buyer. Colors attract attention, emphasize contrasts, increase aesthetics, improve memory, carry a lot of information, associations, symbols and values from which buyers draw conclusions about goods or places of sale. Different colors evoke different emotions. Accordingly, the correct use of color in advertising can increase or decrease the strength of the advertising message. It is noted that when looking at different colors, it becomes clear that each color carries certain emotions and associations. Red can stimulate appetite and excitement, blue can bring calmness and confidence, yellow can evoke optimism, and green can be associated with nature and freshness. Each color can be used in advertising to achieve certain effects and form consumer attitudes. If advertising aims to stimulate the activity of buyers, warm colors (orange and yellow) and chromatic colors (saturated, clean) are used. However, when the product is intended to give a prestigious, reliable impression, advertising uses colors such as green, blue and purple. It is clear that the color in the advertisement causes its perception accordingly, affects the perception of the audience and creates a system of remembering the color for the product and the company. An attempt was made to investigate how different colors affect the emotions and decisions of consumers. This question is extremely important as advertisers and graphic designers seek to use this knowledge to more effectively reach their audiences and shape their attitudes and behaviors, and understanding how colors affect our emotions and decisions can help both consumers and companies make informed decisions. selection and achieve marketing goals.

**Keywords:** advertising, social influence, colour perception, emotions.

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ПСИХОЛОГІЯ КОЛЬОРУ В РЕКЛАМІ: ЯК КОЛЬОРІ ВПЛИВАЮТЬ НА ЕМОЦІЇ ТА РІШЕННЯСПОЖИВАЧІВ

Анотація. Ця стаття присвячена дослідженню впливу кольорів на поведінку споживачів у контексті реклами. Колір відіграє ключову роль у маркетинговій комунікації, впливаючи на емоції, сприйняття продукту та рішення про покупку. Проаналізовано, що різні кольори впливають на людські емоції та асоціації, які вони викликають. У статті представлено результати досліджень психології кольору, які ілюструють, як він може стимулювати апетит і збуджувати, мати заспокійливий ефект і підвищувати впевненість. Тут також наведено приклади рекламних кампаній, у яких вибір кольорів є важливим для привернення уваги споживачів і формування їх ставлення до продуктів. Показано, що вибір колірної палітри як частини рекламної стратегії продукту має значний вплив на те, як аудиторія сприймає пропозицію. Колірна схема є важливим фактором у створенні асоціацій і уявлень, пов’язаних з продуктом, і, відповідно, впливає на процес прийняття рішення про покупку. Незапереченням фактором є те, що вибір товару часто здійснюється за лічені секунди. Наприклад, жовтий асоціюється з оптимізмом, помаранчевий символізує дружбу, червоний викликає почуття хвилювання, фіолетовий асоціюється з мудростю, синій асоціюється з довірою, зелений асоціюється з почуттями спокою, а білий передбачає рівновагу. Підкреслено, що дуже важливим фактором, пов’язаним із використанням кольорів у рекламі, є їх вплив на тіло та психіку покупця. Кольори привертають увагу, підкреслюють контрасти, підвищують естетичність, покращають пам’ять, несуть у собі інформації, асоціацій, символів і значень, з яких покупці роблять висновки про товари чи місця продажу. Різні кольори викликають різні емоції. Відповідно правильне використання кольору в рекламі може посилити або зменшити силу рекламного повідомлення. Зазначається, що, дивлячись на різні кольори, стає зрозуміло, що кожен колір несе певні емоції та асоціації. Червоний може стимулювати апетит і збудження, синій може принести спокій і впевненість, жовтий може викликати оптимізм, а зелений може асоціюватися з природою і свіжістю. Кожен колір може бути використаний у рекламі для досягнення певних ефектів і формування споживчого ставлення. Якщо реклама має на меті стимулювати активність покупців, використовуються теплі кольори (помаранчевий і жовтий) і хроматичні кольори (насичені, чисті). Проте, коли товар має на меті справити престижне, надійне враження, у рекламі використовуються такі кольори, як зелений, синій і фіолетовий. Зрозуміло, що колір у рекламі викликає її сприйняття відповідним чином, впливає на прийняття аудиторії та створює систему запам’ятовування кольору щодо товару та компанії. Зроблена спроба дослідити, як різні кольори впливають на емоції та рішення споживачів. Це питання надзвичайно важливе,
оскільки рекламодавці та графічні дизайнери прагнуть використовувати ці знання для більш ефективного охоплення своєї аудиторії та формування її ставлення та поведінки, а розуміння того, як кольори впливають на наші емоції та рішення, може допомогти як споживачам, так і компаніям робити усвідомлений вибір і досягати маркетингових цілей.

Ключові слова: реклама, соціальний вплив, колірне сприйняття, емоції

**Formation of the problem.** Colour has always been an integral part of the human visual experience. Colours surround us everywhere, influencing our emotions, our perception of the world around us. In the context of advertising, colour plays a key role, harnessing the emotional potential of colours to capture consumers' attention and shape their attitudes towards products and services.

The article focuses on the area of colour psychology in advertising. An attempt is made to explore how different colours influence emotions and consumer decisions. This issue is extremely important as advertisers and graphic designers seek to use this knowledge to more effectively reach their audiences and shape their attitudes and behaviour.

Understanding how colours influence our emotions and decisions can help both consumers and businesses to make informed choices and achieve marketing goals.

**Analysis of recent research and publications.** The impact of colours in advertising on emotions is one of the key aspects of advertising psychology. Colours play an important role in marketing communication as they can evoke a variety of emotions and associations, thus influencing the perception of the advertising message and consumer decisions.

Colours play a key role in the perception of adverts and build up the mood, allowing the ad to be well received and read [1]. Choosing the right colour can make a huge difference to the effectiveness of a message. Therefore, the decision regarding not only the colour itself, but also its hue, saturation and tone, is a key element of advertising design. As many as 85% of potential customers admit that colour plays a fundamental role in the product selection process. With the right choice of colours, brand recognition increases to as much as 80%, which directly translates into consumer trust. When a user first encounters a new product, as much as 93% of his or her attention is focused on the visual aspect, only 6% on the text or content and 1% on the smell or taste. There is also research into the meaning of colour. For example, Bellizzi and colleagues (1983) found that red, and warm colours in general, cause us to approach them more than cold colours (blue, green). Red also has the ability to activate more than cold colours. The authors therefore suggest that warm colours may accelerate impulsive buying decisions[2].

The choice of colour palette as part of a product's promotional strategy has a significant impact on how audiences perceive an offering. The colour scheme is an important factor in creating associations and perceptions associated with a product.
in the first place, and consequently influences the purchase decision process. It is an undeniable fact that the choice of a product is often made in a matter of seconds. For example, yellow is associated with optimism, orange symbolises friendship, red evokes a feeling of excitement, violet is associated with wisdom, blue is a symbol of trust, green is associated with a sense of calm, while white suggests balance.

The advertising industry skilfully exploits these colours and their associated associations, reminding customers by means of appropriate colours that the purchase of a particular item is particularly justified on the occasion of the upcoming Christmas, St Valentine’s Day, Mother’s Day or Easter[3].

A very important factor related to the use of colours in advertising is their effect on the body and psyche of the purchaser. Colours attract attention, emphasise contrasts, increase aesthetics, enhance memory, carry a lot of information, associations, symbols and meanings, from which buyers draw conclusions about products or sales locations. Different colours evoke different emotions. The appropriate use of colour in advertising can therefore enhance or diminish the power of the advertising message [4].

For example, the red used by Coca-Cola and the blue dominating Pepsi cans are specific “messages” that enrich our knowledge of these brands [5].

Colours have the ability to evoke emotions and moods. In advertising, the choice of specific colours can be a strategy to match the message to the emotions one wants to evoke in the viewer.

The purpose of the article is theoretical outline and study of the problems of the psychology of colour in advertising.

Presenting main material. The colour red is associated with warmth, passion, heat and heat, but also with danger, predation and violence[3]. It attracts attention in a distinctive way. It is perceived as stimulating, lively and friendly. At the same time, it can be perceived as demanding and aggressive. It is often used in advertisements for products that customers buy spontaneously without prior planning, such as groceries, cosmetics because it is associated with sensuality and desire, and food products because it is considered a colour that increases appetite[6].

It is often used to evoke emotions such as passion, energy and desire. It influences excitement and encourages decision-making and is often used to signify promotions, sales and special offers. It can influence an increase in heart rate, blood pressure and accelerated breathing. This effect is used in practice, particularly in adverts that present prices, discounts, sales or promotions in such a way as to trigger a sudden urge to purchase a product or service. Examples include advertisements for H&M, Cogate, Orlen, Red Bull, Nescafe, Coca-cola or RTV EURO AGD.
Apart from red, yellow is one of the most effective in attracting attention. That is why it is used on warning signs and on product packaging that must be quickly noticed by consumers.

In advertising, the use of yellow evokes optimism, improves mood and stimulates action. Moreover, like red, yellow stimulates the appetite. This is why this colour combination is often used in the logos and advertisements of companies in the food service industry, such as McDonald’s, Lays or Burger King[7]. In advertising, it is used for new products that are being launched for the first time[8].

In addition to its association with warmth, yellow evokes caution, cheerfulness, health[3], and is associated with the sun. It can be effective in advertisements for children's products, energy drinks and cultural events. Yellow is also used by In Post, Onet, Ikea, RFM, among others.

The golden shade of yellow is synonymous with elegance, luxury, wealth and success. It adds glamour, majesty and expresses a sense of royalty[8].

The colour blue, on the other hand, represents, among other things: transparency, cold, sky, water, ice, but also composure, sobriety, depression and
fear[3]. Contrary to the colour red, it has a relaxing effect, improves concentration, inspires, stabilises and facilitates communication. It is often identified with intelligence, professionalism, logical thinking, increases a sense of duty, cold calculation and caution. It is a colour that builds trust. It repeatedly appears in advertisements for financial institutions, news programmes, universities and political campaigns. Blue is also a symbol of cleanliness and sterility, which makes it frequently used in advertisements for detergents and cleaning products[8].

This colour is associated with trust, calmness and professionalism. That is why it often appears in advertisements for financial, technology and service companies. It is associated with cleanliness and a feeling of freshness, and is often used in the marketing of hygiene-related products such as toothpaste (Oral-B), shampoo (Head & Shoulders) or creams (Nivea).

This colour inspires confidence, as can be seen in the PKO BP bank ad, it inspires a sense of transparency and security.

In addition, the colour blue is associated with modern technology, for example Komputronik, IBM, Samsung or Nokia.

The colour blue is also associated with power. Used in political advertising to give the voter the impression of order in life (transfer effect on the politician)[1], it is used by political parties.
Another colour used in advertising is orange. It is associated with vitality, abundance, fullness of life and satiety[3]. It is a symbol of kindness and goodness and is identified with creativity and enthusiasm. It is particularly suitable for entertainment-related industries, especially in the context of younger target groups, as can be seen with companies such as Allegro, Orange or Pyszne.pl.

The colour green, on the other hand, suggests feelings of freshness, lightness, coolness and youthfulness. It represents life, hope, nature, fertility, rebirth, freshness and the coming of spring. It can also refer to immaturity and inexperience. Green evokes feelings of security, balance and focus, and is often referred to as the colour of hope. It also symbolises freedom, sustainability, abundance, community, knowledge and intuition. In marketing, the colour green is associated with organic products, financial institutions, educational institutions and healthcare facilities. It is also commonly used in the packaging and advertising of beverages, mint-flavoured chewing gum and menthol cigarettes[8].

The colour green symbolises nature, health and the environment. Examples include Animal Planet and Greenpeace.

It is used in advertisements for organic products, organic food and body care products.

The colour green is used, among other things, in advertisements for fruit and vegetable products such as Tymbark.
It is also associated with tradition and nobility as well as finance. The colour green, identified with peace and security, is readily used in banking. Such as at BOŚ Bank, Credit Agricole or Getin Bank.

The colour black is used in advertising to emphasise the high standard, elegance and luxury of products. It represents sophistication, mystery and a feeling of elitism. This is why black is often present in the advertising campaigns of prestigious fashion brands, perfume manufacturers and luxury cars[7].

The colour black goes very well with the colours white or gold, as opposites. The use of this colour combination in advertising is intended to attract the attention of consumers who are looking for something unique and want to stand out.

However, in social advertising, black has a very different connotation, emphasising sadness, a nostalgic mood and reminding us of issues related to death, the shortness of life, as well as warning of danger and its consequences[8].

**Conclusions.** The article presented here makes it clear how much influence colour has on consumers' emotions and purchasing decisions. In advertising messages, colour is a powerful tool for evoking desired reactions in consumers.

Looking at different colours, it is clear that each colour carries specific emotions and associations. Red can stimulate appetite and excitement, blue can bring calm and confidence, yellow can evoke optimism and green can be associated with nature and freshness. Each colour can be used in advertising to achieve specific effects and shape consumer attitudes.

If the ad is intended to stimulate customer activity, warm colours (orange and yellow) and chromatic colours (saturated, pure) are used. However, when the product is intended to give a prestigious, trustworthy impression, colours such as green, blue and violet are used in advertising.
Examples of advertising campaigns and research findings confirm that the choice of colours has a real impact on the perception of an advertising message. Advertisers seek to use this knowledge to build the image of their products and brands and to induce consumers to buy.

Colour in advertising causes it to be perceived in an appropriate way, influences the perception of the audience and creates a system of remembering colour in relation to the product and the company. Colour is supposed to make the ad noticeable, but it is also supposed to create an advertising mood, create interest, make the product consistent with the company and make it attractive to the recipient. Food adverts should always be colourful, as without colour they look 'unfresh'. The colours used are red for appetite stimulation, orange for juicy green. In the cosmetics industry, red is often used - the colour of desire, combined with black, which symbolises sensuality. Protective cosmetics are shown in pastel colours, often in blue, to enhance the feeling of freshness and protection.

Colour psychology in advertising is an area that is constantly evolving and adapting to changing consumer preferences. Therefore, it is worth being aware of the influence of colour and using it skilfully in marketing communications, aiming to achieve the desired goals. Colour not only attracts attention, but also carries a rich set of emotions that shape decisions and influence everyday life.

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