

Sensory Marketing: Qualitative Research on Sight

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Abstract – Color makes anything interesting and exciting. It conveys information quickly. Color can affect the choices while we are taking decision to buy something. Color can differentiate one product from the similar product. Color can affect the decision positively or negatively. It has ability to make the impression on the brain. Feeling can be affected by this. Color affects genders differently irrespective of the color. Accurate color for the brand can affect the product positively by increasing sales, customer base etc. This can help the marketer in branding. If the marketer is interested to make special positioning; colors have specific associations which will definitely help. Color can change the mood of the customer, helps in recognition, association, to recall, to get information, attachment etc. Perceptions can be used for marketing and help to improve their mood.

Keywords – Color, packaging, light, shopping, trust, marketing information.

Objectives of the study –

Methodology- This paper is based on the literature review based on the color psychology, marketing, color; and other secondary data like videos, websites, and books.

Introduction - The colour of something is the appearance that it has as a result of the way in which it reflects light. Colour is a quality that makes something interesting and exciting. Colour is the by-product of the spectrum of light, as it is reflected or absorbed, as received by the human eye and processed by the human brain. Colour is used for the print, designs, drawing, lighting effects and many more things. Open eyes always see colours if we are medically fit.

The importance of managing dissatisfied consumers has increased because of severe competition from the introduction of new types of stores, such as online shopping. In contrast to studies that examine determinants of complaint behaviour to resolve customer dissatisfaction, examines how attitudinal and perceptual variables, influenced by generalized personal factors, affect complaint intention. Colour can have role behind this. When we woke up in the morning what is the first our eyes notices that must be an object and objects have colour. This may be the point where from association with the colours started for the day.

Google search engine, eBay uses colourful logo. Cartoon network, Nike, apple, puma, Sony; why chosen for black colour. Tropicana, Animal Planet, Woodland uses green, there are so companies use respective colours. Question arises why these companies uses these colours. Being an entrepreneur, it is being important to know how the company can use colour strategically for marketing. Colour affects genders, age groups, differently. Culture also an important factor while deciding a colour for you branding and product. This is the fastest way to give information to your customer. There are some problems with the instruments used for colour reproduction and presentation as they work within the limited range; while human eye has vast visual range compare to camera, printing, processing and scanning instruments. Brain processes differently the colour in case of florescent, incandescent and day light. So, marketer must understand the light and its effects in the shopping spaces. We will discuss here aspects related to the colour mainly on the bases of gender, cross culture, fashion, e-commerce, as a packaging attribute, information tool etc.

Objectives

1. To know the effect of colour on marketing on different bases gender, age, cultures etc.
2. To know the importance of colour in marketing.
3. To know more about colours and how these can be utilized for marketing.
4. To know Colour association with product.
5. Uses of colour for branding.
6. Use colour as a strategy tool.

Colour – Past and present of colour association-

In general, we can define colour on the basis of the light, hue and saturation. In 1660's Isaac Newton break the perception that the prism is a magical instrument which produces colourful spectrum. He did experiments in which he put two prisms where after one prism colour spectrum comes then he put second which converts it into white light.

He finds continuous colour spectrum, further he decided to associate it with the seven scales of the music so restrict it into seven colours. We can categories colours onto three categories or levels:

1. Primary colours
2. Secondary colours
3. Tertiary colours

We can differentiate the colours into three attributes namely:

1. Hue – associated with the terms such as red, blue, green, yellow
2. Saturation – also known as chroma or tone; refer to relative purity. Pure, vivid strong shades range of colour value from 100 per cent to 0 per cent. Pure is fully saturated.

3. Light – this is the level of energy present in the form of intensity and brightness.

From the time of our childhood we are interacted too much to some specific colours as of gender. But there are not specific generalised rules that either this is female colour or masculine. There are many studies from seven decades about this.

Why Is Pink for Girls and Blue for Boys?

This website defines that there are no findings either by culture or biology that girls' and boys' choices. This is only a socially developed pattern during 20ies in United States. Earlier pink used for children of both gender, infact. Blue is more suitable for girls as more delicate and dainty & pink is more decided and stronger colour suited better for boys, but that was not a rule. But after world war second, rule that pink is for girl and blue for boy started dominating till 1980's.

But today strong rules made for gender specific cause because it is considered as more convenient for the mass marketing. Clothing, plastic surgery, cosmetics etc. it creates proper utility for marketers and consumers.

If you search scanned books on Google published during 1880 to 1980 in United States, suggests the same that pink for girls and blue for boys. If colour has some association with female or masculine then there must be some biological connection. A study in 2007 finds that female and male are sensitive to different colour regions. But their explanations given by them are very speculative. This is interesting to know that just a century ago we have opposite general preferences blue for girl and pink for boys.

Colors and associated perceptions –

Red

Positives –

Courage, energy, power, basic survival, stimulation, masculinity and excitement.

Negatives-

Defiance, aggression, visual impact and strain.

Red is powerful color, even not brightest one. It makes mind think faster and so pulse rate increases. We can say it is color of energy and also of excitement, vibrant enthusiasm, rebel, action.

Blue

Positives –

Intelligence, communication, trust, serenity, duty, logic, coolness, reflection, calm.

Negatives-

Coldness, lack of emotion, unfriendliness.

The body finds the color blue as soothing, since it affects us mentally instead of physically. It's serene and calming, that's why most people choose this as their favorite color. It is the color of clear communication. We can say it is a color of trust and also discipline, formal, calmness, articulate.

Yellow –**Positives –**

Emotional, optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity.

Negatives-

Irrationality, fear, emotional fragility, depression, anxiety, suicide.

Yellow is the strongest color, psychologically. The right yellow will lift spirits and our self-esteem, since it is the color of confidence and optimism. Too much of it, or a wrong combination of another color can do opposite. Yellow in a single word can be defined as the cheerful and also warm, active and innovative like McD, Yellow pages.

White-**Positives-**

Hygiene, sterility, clarity, purity, cleanliness, simplicity, sophistication, efficiency.

Negatives-

Sterility, coldness, barrier, unfriendliness.

Just as black is totally absorbent, so white is total reflection. In effect, it reflects the full force of spectrum into our eyes. Which is purity, it is clean, hygienic, and sterile.

Black –**Positives-**

Glamour, security, professional, emotional safety, efficiency, substance.

Negatives-

Oppression, coldness, menace, heaviness.

Black is all colours, totally absorbent. It creates protective barrier, as it absorbs all the energy coming towards you. Black creates a perception of weight and seriousness. We can say black as power also classy experience, uncompromising and evil. E.g. - Hugo, boss Nike, HP.

Green -**Postives-**

Balance, harmony, refreshment, rest, restoration, reassurance, environmental awareness, equilibrium, peace and life.

Negatives-

boredom, baldness.

Being in the center of the spectrum, it is the colour of balance and much more important than people think. We are assured by the colour green, as it is the colour of nature plenty of light and water. Prosperity is single word for the colour green but also progressive, peace, environment, balance, freshness.

Violet-

Postives-

Spiritual awareness, containment, vision, luxury, truth, quality.

Negatives-

Introversion, decadence, suppression, inferiority.

Violet is often described as purples. It expands to higher level of thought, even into spiritual ones. It sees as royalty, giving the highest quality. It has associations with time and space.

Orange –

Postives-

Physical comfort, food, warmth, security, sensuality, passion, fun.

Negatives-

Depression, frustration, immaturity.

Since it is a combination of red and yellow, orange is stimulating. It is a fun color. Negatively, it lacks sensitivity and intellectual values.

Pink -

Positives-

Nurture, physical tranquility, warmth, feminist, love sensuality, survival of species.

Negatives-

Inhibition, emotional claustrophobia, emasculation, physical weakness.

Being part of red, pink also affects us physically, but it soothes, rather than stimulating. Pink is a powerful color psychologically. It is nurturing and physically soothing. Too much pink is physically draining and can be emasculating.

Grey-

Positives-

Psychological neutral

Negatives-

Lack of confidence, dampness, depression, hibernation, lack of energy.

Pure grey is the only color that has no psychological properties. It is quite suppressive though. The absence of color is depressing and when the world turns grey we are instinctively conditioned to prepare for hibernation. Unless the tone is right, grey has a dampening effect on grey usually indicates a lack of confidence and fear of exposure.

Brands and color choices

Optimism, clarity and warmth (Yellow) - Nikon, national geography, subway, cat, McD

Friendly cheerful and confidence (orange) - nickelodeon, amazon, Fanta, gulf, crush

Excitement, youthful and bold (red) - coke, Kellogg's, CNN, lays, cannon, virgin

Creative, imaginative, and wise (purple) - yahoo, Orkut, Cadbury, Barbie

Trust, dependable and strength (blue) – HP, Oreo, dell, Facebook, IBM, oral-b

Peaceful, growth and health (green) – Bharat petro, animal planet, Tropicana, woodland

Balance, neutral and calm (grey) – cartoon network Sony, Honda, puma, Wikipedia, Mercedes, Nike

Literature Review

Philip S.et.al. (2003) in this paper authors focuses on the point that marketer should focus on the color selection for the e-commerce website. However, many thinkers on this topic says that vast majority of buyers do not aware and concerned about the colors. E-retailers generally accept that consumers who shop online go through the catalog. But the findings of this says that this point have no use now as only 6 percent respondents uses catalog while 40 percent never uses catalog when shopping online.

Trust factor is considered to be highly important factor while purchasing online. Consumer wants what they order nothing less than that. In the finding trust factor is moderate in respect of color accuracy in online purchases. Also, 44.2 percent respondents trust below 4 points in 7 scale indicator and 21 percent marked it at 6 or higher level. 29 percent of the respondents not interested to buy if the color of the purchases is doubtful. This supports the importance of color while taking decision to buy produce online because reliability.

The research says both about the pre and post purchase behavior of customers. If the color is not represented accurately on website this will definitely impact the sales and loss of the potential customer base as the customer dissatisfaction, trust, rate of complaint behavior and return behavior comes out in finding. 58.1 percent of respondents will not purchase second time from the firm they ordered but shipped wrong color fashion item so the customer retention is negatively affected. Cost will have increased if the customer is dissatisfied as of the customer is dissatisfied as of the reverse logistics and the service provided to customers after sales.

Hannele Kauppinen-Raïsaˆnen and Harri T. Luomala (2010) Packaging does three main functions which are attention, communication, and aesthetical experience as these authors did three studies on these. To attract customers towards the product we can use the colour for the specific product. Their findings say that particular vivid colours such as the red and yellow can be used to attract the attention of customer.

Deviation of the colour is also essential to make product more appealing. However, attention is psychological factor, but customer associate colour with the product intentionally for the search of

brand and to recognise and remember. Their study satisfies the past research done on the colour. Authenticity of the brands is also associated with the colour as the informant remembers the colours of the brands in memories with which they have good experiences. So, the particular colours simply connected or related to function instead of deviation. Preferences for colours have been taken as subjective issue. Some studies say that colour choices are product specific whereas some say colour preferences are based on personality, culture, race, age, and gender. This study shows both psychological variables & product types. This study has two different but related products. How the product aesthetics differs for the customers and it is also the one of the important factor for the essential product.

Colour communicates, this is one of the very important factors while someone purchases. For food products colour has high importance as it communicates taste and flavour as of many studies, also this grab attention to something. Packaging colour also conveys a message about expectation about the product, also differentiate two similar products. As per their evidence colour does multilevel functions like product related information and consumption related information. It does multifunctional interaction voluntary and involuntary attention of customer, delivering communication by putting aesthetical experience. This packaging colour also does a function of colour fit. Context and relationship is also an important factor while we are deciding the packaging colour. Consumption related framework is also meant by colour.

Randi Priluck Grossman and Joseph Z. Wisenblit, (1999), now a day, marketer feels they need to change colours at regular levels to make product more appealing to customers. There some researches say that there is definitely a relationship in between the sale & with colour. According to product there is change in the colours as they are for some meaning. Of the marketer know the concept of colour decision in depth it can help them to increase efficiency by saving time and energy, as it can be wasted in chasing the latest trends.

One important concept marketer must know to be better marketer is that colour preference is associate learning. Consumer associates the product with their experience and formulates the colour preference. So the associate learning is important to know more about the colour preferences.

Colour is a vast and very intrinsic concept, there were many theories but they were not advanced yet. Customers have made their favourite colour by association with a favourable stimulus. But favourite colour is not definitely assuring the concept that it will meant for the colour choices for the product. It is very complicated issue to understand clearly the colour responses of customers as they developed wide colour association for various products.

Culture creates different associations as of different meaning of colours for them. In past, researcher done researches by using colour cards or colour swatches and they asked the respondents by asking independents of the objects. Research shows that customer prefer the specific products over other because of colour in various categories. As the blue and black are the colours, we all generally

follow for the clothing and blue, red, grey, black, white for carpet. Customers are specific about specific categories of product we cannot mix one category of product with the other.

Colours have meaning for customers they represent many things with the colours like personality. Like red is colour of danger, blue and green can be colour of intelligence, black can be used for packaging of vitamins. Some colours show powerfulness like masculinity and strength. Product attribute can be represented by the colour. For accuracy and scientific prowess, we use white colour which has also some negative representation associated with it like emotionless and plain.

A culture also adds variations in preferences of colours. In the USA, China, Korea and Japan, red colour is associated with love while in China it also associated with the good tasting. So, for global marketing it is also important factor to be considered. Colour is also associated with different products or we generally differentiate the product with the colour. Every society associates colour with the gender or have choices. This study shows that we need to choose a respective colour with respect to association stimulated with time. This is very difficult to know the general consumer choice of color as this concept is very complex and complicated. To sort out this problem, we have new concept that we can develop association as this can be control by us. By learning the concept of classical conditioning, it will be little easy to understand. Finding says that the concept is differ in the case of high involving and love involving situations; here preference is more important than of love involvement product.

Pinya Silayoi and Mark Speece, (2004), in the visual element we consider the graphics and colour. Attribute are less important for the low involvement products so the colour and graphics will be much important in this case. For the low involved products; consumers feels that packaging is the product. The important factors in this are font style, size, and colour. Learning association with colour is also an important factor for marketer about the consumer. Colour can be used as a cue on packaging to make association strong specially for branding. While for different culture the colour association is different so it is very important factor for the marketing firm to know more about the culture of the specific area. Colour of logo, packaging, or product design from one market to another should be only possible by understanding the colour and colour association are perceived in the specific region.

Colour is also very important in packaging with the graphics, shape, size, product information. We often attracted towards colourful products. Some prefer to put some colour coding to make packaging more informative and easy to quick response. For both high and low involvement product, colour and graphics are the highest noticeable factors. We generally prefer more colourful packaging for kids. The very first noticeable factor while we are taking the decision for shopping is colour.

Debby Funk and Nelson Oly Ndubisi, (2006), the research on the gender choices is neglected and colour research in marketing is not that much as needed. However, it is highly impactful and powerful factor about the purchasing decision. Colour affects the promotion, consumer choices and the consumer behaviour in general. The colours are important factor while thinking of the attitude

packaged and un-packaged products. It can be highly impactful factor for the marketing strategy if used properly. This is a considerable factor for consumer awareness, differentiation, satisfaction, brand recognition, and loyalty.

Paul Sable, and Okan Akcay (2010), maximum times we notice colour very first and it can do so many things for a marketer. Marketer can take colour as a primary factor to be decided. We so much information to deliver about the product or service; it communicates it very quickly and get powerful response. The company should know the different aspect behind it like cultures, genders, and etc. target customers more powerfully. The physical world got colourful only by the light of different wavelengths. Rods and cones recognise the colours; colour sometimes may confuse our brain. There are so many thoughts and viewpoint about the colours in respect of human behaviour.

A colour affects us and the main factors behind this are:

1. Demographic variables like age, gender, and ethnicity.
2. Geographical factors like heritage, sunlight exposure, and even economic development.
3. Country culture.
4. Physiological differences etc.

A colour can put impact on emotional responses, personality, persuasiveness, perception and prestige. This can improve experiences like readership and learning. Colour is also an important factor in corporate marketing. It can stimulate feeling towards instinct and association of consumer.

Branding the international brands is a complex and though for this brand there must same association and for that we use the colour for international recognition. This has high importance in the countries where number of illiterate persons is high. One another important factor is the culture across the globe.

Conclusion-

If we consider we can define colour as wet, cool, dry and warm. This association is because of earthy elements such as water, fire, sun, sky, and even deserts. Red and orange are perceived as warm colours. Generally green, blue, yellow and violet meant for individuals. Blue colour tends to relax the nervous system while, red stimulates it. Highest trust factor is associated with the blue and white and least with the orange, black and brown. Also, in the security blue is on top. Red is associated with the speed no other colour is near to this.

High quality is generally associated with black and blue and cheap/inexpensive with the orange and yellow. Least favourite colour is orange and high reliability/ dependability-based colour is blue and then black. Blue, grey, and black is also associated with high technology. Courage/bravery, associated highly on blue then purple and red. Fear/terror is with the red and then black; fun is with orange, yellow, and then purple and red.

Overall most favourite colours are blue then green, purple but these choices are little bit differs for genders. Females loves blue, purple, and then green but in case of male their choice is blue with almost double then females and all other colours comes very bottom of the scale. Green is second and black is third in the case of males. Blue is the most preferred colour for all age groups and genders. Least favourite colour is orange then brown, yellow and purple. We can say orange is least favourite colour approximately in all age groups and gender. Colour can give the information conveniently and quickly. This can produce stimulation on the brain of customers, as some studies found that first 90 seconds are very important to take decision in shopping. For illiterate people, the product packaging is the product. Inaccurate colour can put negative effect on the sales and marketing and accurate colour can pump the sales and affect the mood of customer and easy recall for the brand. Colour is the fastest move towards communicating. Colour is the most powerful non-verbal language and persuasive tool. Colour is the most important component in creating the brand and we can use it strategically. The essence of brand can be reflected through single colour. Blue and red are the used in approximately in all brands. Before going to choose the specific colour, we need to observe the colour gamut and the colour pallet (of chosen colour). We can use colour for persuasion and propagate the specific personality of the brand into the market. For global branding we need to understand the cultures residing in the countries and regions.

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