15. THE IMPORTANCE OF COLOUR IN ADVERTISING

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The importance of colour in advertising is presented in the paper. Valuable insights into how it can be used effectively to capture consumer attention, convey messages, and achieve marketing objectives are described.

Colours play a significant role in daily lives of people and have a profound impact on their mood, emotions, and behaviour. They possess the ability to attract attention and convey meaning without the use of language. In advertising, the strategic use of colours plays a crucial role in determining the success or failure of a campaign. Colours have the potential to evoke emotions such as trust, excitement or happiness and can also influence purchasing decisions by creating a connection with certain brands or products. Given the importance to colour, advertisers spend considerable time and effort in choosing the right hues for their advertising. The right colours contribute to the success of an advertising campaign, a product, a service, or even an interior space and in contrast wrong colours can be a costly mistake.

Experts say that advertisers have at their disposal no more than a tenth of a second to capture the attention of the consumer [1]. Colour is one of the most significant elements of advertising, capable of influencing the purchase decision no less than the slogan. Psychologists believe that 60 % of advertising success depends on the colour scheme [2]. So, in order to find out what role colour plays in advertising, the survey about the roles of colours in advertisements was conducted by an expert in marketing, Shalimova, L.A. [3]. The respondents were asked the following questions:

1. Do you think that colour advertising attracts more attention than black and white?
2. Does the colour contribute to understanding the gist of the advertised product?
3. Do you agree that colour helps to remember advertisements?
4. Do you think that the use of colour in advertising allows to form a positive attitude towards it?
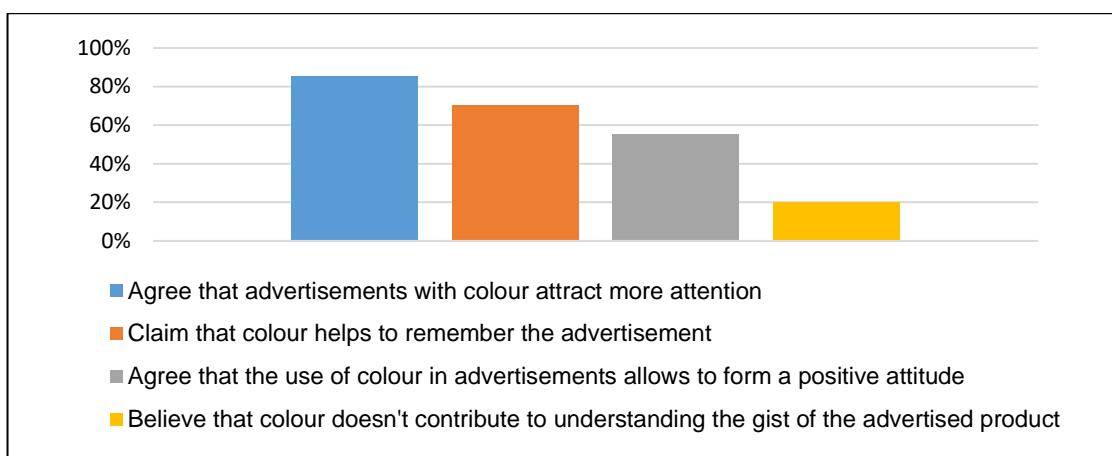
The results of the survey are presented in Figure 1.

Figure 1 – The results of the survey

According to the results of the survey, the colour in advertising performs such functions as:
− attracting the attention of buyers;
− understanding of the essence of goods and services by consumers;
− increasing the memorability of ads;
− highlighting certain advertising components;
− focusing on certain properties of goods and services;
− formation of a positive attitude to advertising.

In general, black and white ads are much cheaper, so it must be more efficient for advertisers to use them. And to prove that colour is really important the specialists in advertising, Fernandez, K. V., and Rosen, D. L. conducted the study on this matter [4]. Six hundred people in three cities viewed simulated advertisements for florists or caterers. Advertisements either did or did not contain colour. Colour was used to attract attention to the advertisements or to enhance product appearance. The results of the study are presented in Table 1. The findings showed that advertisements with colour were more likely to be considered, but only using product-enhancing colour increased chances that an advertisement would be called first. Advertisements that used enhancing colour in a manner that substantiated verbal claims were most likely to be called first (Table 1).

Table 1 – Findings of the study

Advertisements	Consideration	Calling set	First choice
No colour	13 %	12.6 %	10.4 %
Attention colour	15.8 %	15.5 %	12.5 %
Enhancing colour	21.2 %	21.8 %	27 %

Thus, when used appropriately, colour can markedly increase the chances of an advertisement being called first. The findings show that the probability of choosing an advertisement with product-enhancing colour as a first choice is 115 % greater than the probability of selecting an advertisement using attention-getting colour as first choice. So, it's essential for advertisers to choose appropriate and fitting colours, but not just any attention-getting colours. And it is necessary to select exactly the colours that will match the advertising message.

To detect the characteristics of colours the study [5] was conducted. It was supposed to find associations between colours and product qualities. Some of the results of this study are presented in Figure 2.
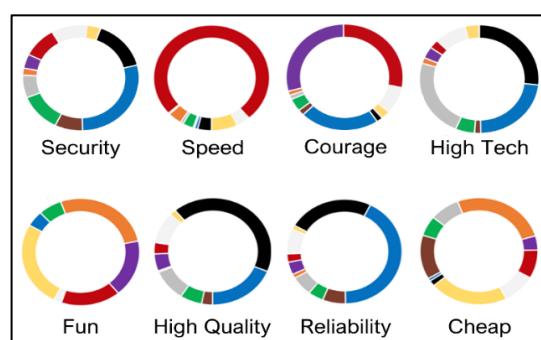

Figure 2 – Colour associations

In another research the participants observed fictitious logos of various colour and determined which personality traits or human characteristics came to mind when they saw a brand logo [6].

The findings of these two studies were really similar. They show that white, being the total reflection of all colours, can be linked to sincerity as it is associated with purity, simplicity, hygiene, clarity, and peace. It is also associated with happiness. Red can be linked to excitement as it is considered an arousing, exciting, and stimulating colour. It is generally associated with the characteristics of activity, strength, speed, and stimulation and it is also considered up-to-date. These two researches have shown that longer wavelength hues (e.g., red, orange, yellow) induce states of arousal and excitement. Orange is arousing and fun, so it is considered lively, energetic, extroverted, and sociable. Having a medium-long wavelength, yellow also holds qualities of arousal and excitement, it taps the cheerful facet of sincerity as it generally elicits feelings of optimism, extraversion, friendliness and happiness. Green's primary association with nature creates feelings of security and a connection with the outdoors. Blue is linked to competence, as it is associated with intelligence, communication, trust, efficiency, reliability, duty, and logic. It is also seen as a secure colour. Black stands for sophistication and glamour. It is a very powerful colour that signals stateliness and dignity. In fashion world, black expresses status, elegance and wealth. Likewise, purple is a colour that also connotes luxury, authenticity, and quality. Purple is also seen as a dignified and stately colour, which is likely due to its historical past as a colour reserved for royalty and to connote social roles. Like a carefully chosen brand name, color carries intrinsic meaning that becomes central to the brand's identity and communicates the desired image. Finally, marketing managers might use colour knowledge to choose an appropriate colour scheme for logos, packaging, advertisements, storefronts, and websites that will create and reinforce a specific brand personality.

To conclude, the use of colour in advertising is an essential aspect of creating successful campaigns that capture the interest of the target audience. Colour can play a critical role in shaping consumer perception, so advertisers should carefully consider the use of colour in their campaigns to ensure that it aligns with their branding and messaging goals. By understanding the psychological impact of colour on consumers, advertisers can use it to create powerful and effective advertisements that resonate with their target audience.

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