

THE PSYCHOLOGY OF COLOR ON WEBSITES: A COMPARATIVE ANALYSIS OF BELARUSIAN AND AMERICAN WEBSITES

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Annotation. The article is devoted to a comparative analysis of color psychology in the web design of Belarusian and American websites based on a study of statistics and website types. It examines the emotional and cultural associations of colors, their influence on the perception of the interface and user behavior. Age differences in the choice of color schemes in website design are identified. The global trend of design schools moving towards European minimalism is emphasized.

Keywords: Color psychology, web design, color preferences, Belarusian websites, American websites, generational differences, minimalism, emotional impact of color, user experience, cultural associations.

Introduction. Color psychology plays an important role in web design, having a key influence on users' emotional responses, behavior, and perception of the interface. Colors not only convey aesthetics, but also evoke subconscious associations in users, which depend on cultural context, age, and regional traditions. A comparative analysis of Belarusian and American websites reveals how cultural and age differences shape the choice of color systems for different types of websites. For this scientific article, a comparative analysis of 20 Belarusian and 20 American websites from various spheres of life was conducted, ranging from government news portals to food delivery services.

Main part. Colors in digital design affect cognitive load, information processing speed, and the user's emotional state. Warm colors such as red, orange, and yellow stimulate energy, increase heart rate, and encourage action, while cool colors such as blue and green promote relaxation and focus. However, cultural associations add complexity: in Western cultures, red symbolizes passion, urgency, and danger, while in Eastern countries, it symbolizes prosperity. These differences can influence global designs targeting multiple markets. In web design, colors are used to create “color paths” that guide the user.

Various studies highlight differences in preferences: Americans are more likely to choose blue because they associate it with purity and trust, while in Eastern European countries, blue is associated with wisdom and elegance. Generational aspects are also significant: the older generation in Belarus tends to prefer familiar, rich, and multicolored schemes with a busy interface and many accents. In color solutions, they prefer to use several bright and saturated colors, which makes websites difficult to read. Meanwhile, Generation Z already prefers Western minimalist options, where the color scheme consists mainly of three related colors with slight differences in contrast and saturation. This reduces cognitive load, as the brain does not need to process unnecessary color stimuli.

Modern American and European websites are actively implementing dark themes, where black serves as the background for content. In the Belarusian segment, black is more often used as an accent or background color in certain niches, such as clubs or IT studios, but is rarely found on mass news portals.

Belarusian design still follows old traditions, where color is used as a marker and interfaces strive for maximum color saturation. Tourism and government websites also attempt to integrate national colors (green, red, and white) and even imitate ornamental textures in UI elements, creating a unique cultural code but often overloading the interface.

New Belarusian websites often follow European traditions, where red is used for energy (food, technology), blue for reliability (finance, IT), green for eco-themes and the banking sphere, white for purity, and black for prestige and minimalism (Table 1). American websites similarly use red, for example, for the McDonald's brand, but with a greater emphasis on blue as a sign of trust, for example in corporate interfaces. Table 1 presents a comparison of color schemes in Belarusian and American websites in various categories.

Site category	Belarus	USA
Government news sites	White, green, red	Black and white
Banking websites	Green	Blue, red, white
Pharmacy websites	Green	Blue and green
Websites of IT companies	Neon, black, white	Black, white, blue
University websites	Blue and green	Red
Food delivery sites	Yellow	Yellow
Travel sites	Orange and blue	Light blue, sand color, green

Modern design schools are shifting towards minimalism, which originated in Europe, with an emphasis on monochrome palettes (black, white, gray) for versatility and readability. Belarusian design is ‘catching up’ with Western design, going through stages that the US went through 3-5 years ago (the transition from colorfulness and clutter to flat design and minimalism). Figure 1 shows the appearance of the Belarusbank website in 2026. The picture shows how websites are moving towards minimalism, but it is still far from American design.

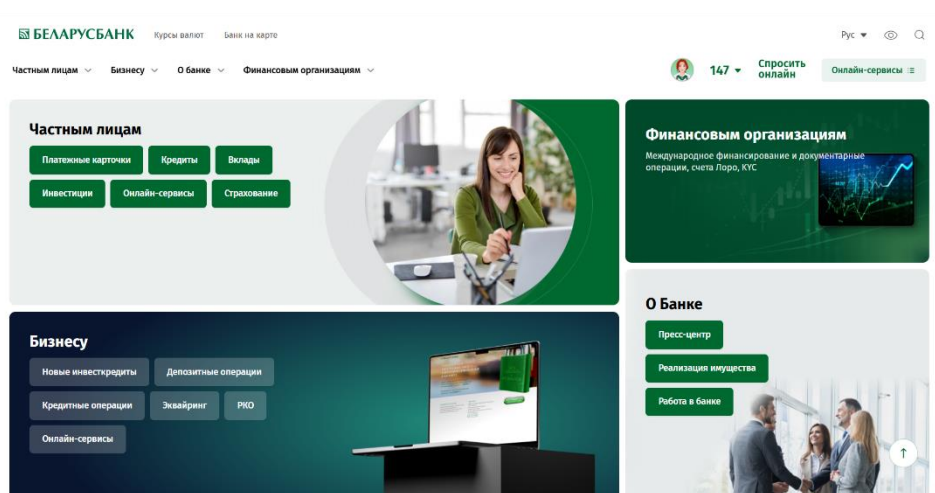


Figure 1 – Belarusbank website design in 2026

The analysis confirms that color psychology in websites evolves under the influence of generations and cultures. This shift is reinforced by global trends. With the growing influence of global platforms such as Instagram, YouTube, and Google, younger generations are beginning to respond to colors in the same way. Cultural differences are gradually being erased in favor of functional patterns.

Conclusion. The psychology of color in web design emphasizes the need for cultural adaptation. Designers are advised to consider generational and cultural factors to create effective interfaces. In a few years, most Belarusian websites will likely switch to more subdued palettes as they adapt to the demands of a young audience, which will become the target audience for many websites over time.

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